

# LIFE

THE PERILS OF SPACE FLIGHT

LIFE'S MOVIE OF THE WEEK:  
FROM HERE TO ETERNITY



**DONNA REED**  
AS JAMES JONES'S ALMA

20 CENTS

AUGUST 31, 1953



she's in love

... and she loves

Community



**No slowpoke collecting for Ann—she wants her service complete!**

Ann's a lot like you. With a head full of dreams these days, but plenty of common sense, too. That's why she made up her mind to have *all* the silverware she needed, right from the start. Not just a place setting or two—but a whole chest full of precious, gleaming Community.\*

Brides, sweethearts... yes, every woman with a home in mind has a favorite Community pattern. What's yours? See

them all at your jeweler's today. And while you're there, he'll explain the Community "Overlay" of pure silver—lifetime wear protection. He'll show you the sharp, serrated blade on every grille and dinner knife. And he'll tell you about his easy payment plan. Dinner services for 8, in handsome chests lined with Kenized\* fabric to resist tarnish, start at \$59.75. Community . . . the finest silverplate.

\*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1953, ONEIDA LTD.



Antiseptics—1865    Antitoxins—1894    Antibiotics—1943    Antihistamines—1948

Now...from a World Famous University...the ANTI-ENZYMES

# IMMUNITY

## from Tooth Decay Acids

### All Day Long

Why, despite regular brushing,  
does my child still have so many cavities?

Compared to  $\frac{1}{2}$  Hour Protection  
You Get from Regular, Ammoniated or Chlorophyll Tooth Pastes

Some of the nation's best research minds in a great mid-western university have uncovered an important answer to the major cause of tooth decay.

Virtually all authorities agree that decay acids are the cause of most tooth decay. These decay acids are formed when sugars and starches are attacked by substances called *enzymes* which are present in everybody's mouth all the time.

Now science has learned how to prevent these enzymes from producing destructive tooth decay acids—not just for  $\frac{1}{2}$  hour or less (as with regular, ammoniated, or chlorophyll tooth pastes) but for 12 to 24 hours with just one brushing.

The answer is the anti-enzyme—and it is available to you right now, for the first time, in pure white **Antizyme Tooth Paste**, the continuous-action, anti-enzyme tooth paste.

#### PROVEN BY THE ACIDOMETER

##### Now we can measure tooth decay acids right on your teeth.

Tests were run on people susceptible to tooth decay. They brushed their teeth with dentifrices of all kinds—regular, ammoniated and chlorophyll. One-half hour later, they were given a sugar rinse, and tested by the Acidometer, which electronically measures acids right on the tooth surface. In almost every case, the Acidometer immediately showed the presence of dangerous tooth decay acids.\*

\*acid levels below pH 5.6



##### Now we can measure immunity to tooth decay acids.

When people used Antizyme Tooth Paste for one week here's what happened. Hours after the last brushing they again rinsed their mouths with a sugar solution. But this time, in 9 out of 10 cases, the Acidometer clearly indicated "no harmful decay acids" (pH 5.6 and above). Antizyme Tooth Paste kept their teeth immune to tooth decay acids all day long—not just for  $\frac{1}{2}$  hour, but for 12 to 24 hours.



#### ASK YOUR DENTIST

You should still see your dentist regularly. Only your dentist can repair cavities already started. He can help you check the effectiveness of Antizyme in stopping new cavities. Only long-term clinical study over a period of years can establish the full efficacy of this new principle in controlling dental caries.



P. S. Your children will love its minty flavor, full-foaming action and tingling after-taste.



MORE POWER FOR AMERICA

THE SIMPLE PRINCIPLE OF A TOY PINWHEEL demonstrates to young America the operation of a giant steam turbine in a modern electric power station. Whirled by steam at tremendous heat and pressure, a single turbine-generator like the one shown here can supply enough electricity for a city of almost 400,000 people.





# WORLD'S HOTTEST STEAM TURBINES

help to keep electricity today's greatest bargain

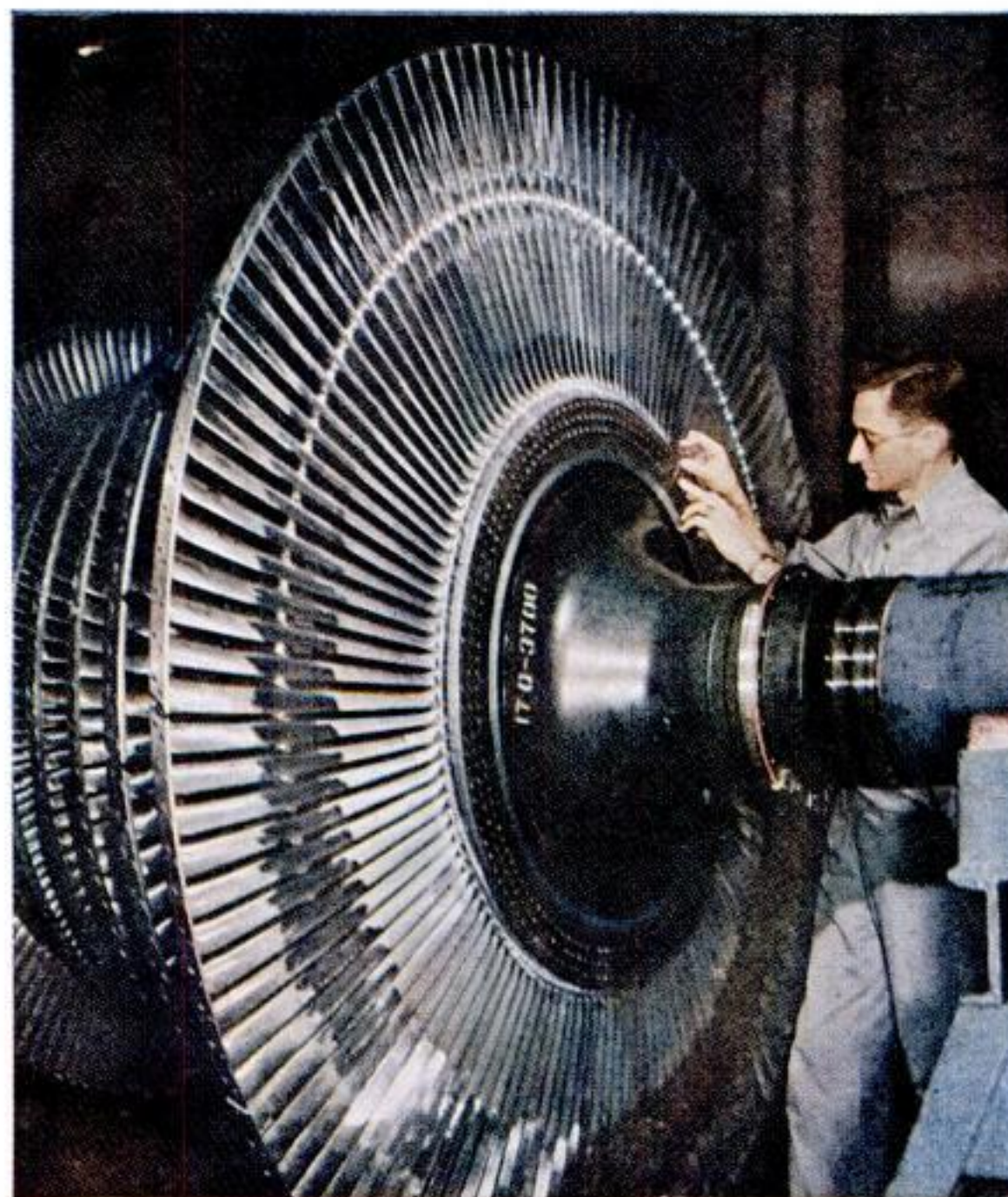
G-E turbine research and the enterprise of America's electric utilities make possible a new step forward in electric power generation

Latest answer to the demands of America's electric utilities for more efficient equipment to keep electricity costs low, are two remarkable General Electric turbine-generators installed by the Public Service Electric & Gas Company, New Jersey, at their Kearny Station.

Operating with steam so hot that the stainless steel pipes that carry it glow dark red, these are the highest temperature steam turbines ever built. Turning huge electric generators, they produce enough electric power to supply a city of 800,000 people. Use of this super-high steam temperature enables the turbines to extract more energy from every pound of coal burned in the boilers, substantially reducing the amount of fuel required to make electricity.

Engineering enterprise in designing and building turbine-generators like these, added to the courage and financial daring of progressive electric utilities that spend millions of dollars to buy and install more efficient power generating equipment, are outstanding reasons for today's abundant, low cost electricity. While the cost of almost everything else the householder buys has doubled or tripled since 1942, electricity remains at substantially the same bargain prices as pre-war days.

Research leading to even greater advances in turbine-generators is always going on. General Electric will continue to help electric utilities keep electricity America's greatest bargain. General Electric Company, Schenectady 5, N. Y.



"WINDMILLS" THAT SPIN IN A 1200-MPH STEAM TORNADO, these wheels are the heart of the steam turbines used to make over 70 percent of America's electric power. Driven by this tremendous energy, the outside edges of the largest turbine wheels travel beyond the speed of sound. Built with all the precision of a fine watch, today's steam turbines are marvels of modern engineering.

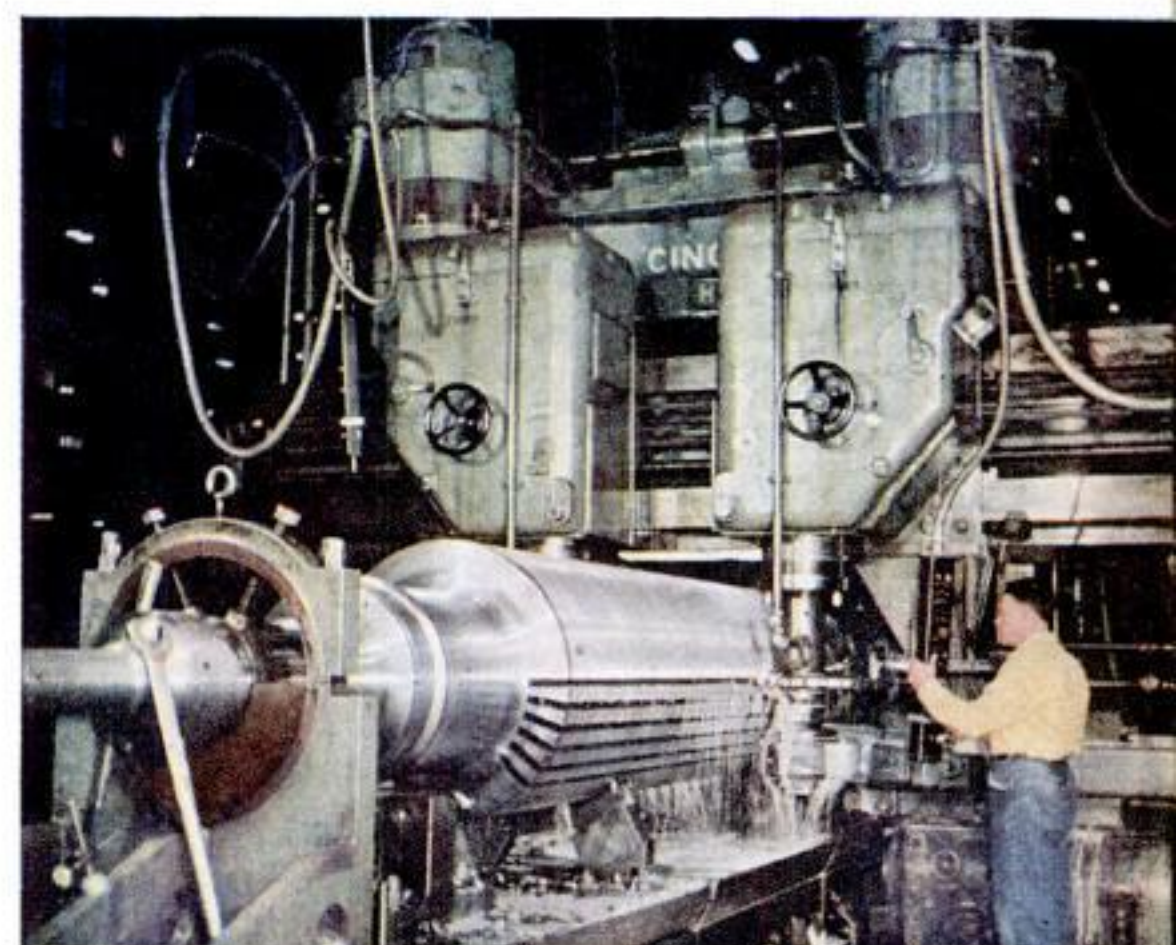
## Engineering enterprise and financial daring make America strong



**BILLIONS OF DOLLARS** for new electric power plants have been spent by America's electric utilities since World War II. With only 7 percent of the world's people, America produces nearly half the world's electricity—a big reason for our progress and prosperity.



**ELECTRICAL PROGRESS** helps dollars buy more. Compared with the best obtainable in 1920, today's most efficient turbine-generators and fluorescent lamps produce over 10 times the light (expressed in lumen-hours) from a pound of coal used to make electricity.



**G-E ENGINEERING ENTERPRISE**, skilled workmanship and far-sighted investment in modern facilities have been responsible for many of the most important improvements in turbine-generator efficiency. Above, a giant slot-miller machines a 30-ton generator rotor.

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**

This One  
  
RQ24-40D-LTSW



# You've never known such comfort!

## *-the lightest, most flexible soles ever*



They're new—and there's nothing like them. They are the latest Avon inspiration for your comfort and smart appearance . . . cellular soles of the finest material—**AVONITE**. For more than a year **DU-FLEX AVONITE** has been checked and re-checked in the Avon Laboratories. It has been wear tested on all types of shoes, made by all shoemaking methods. Now manufacturers of high grade shoes for men, women and children are using **DU-FLEX AVONITE** Soles to give you better value. *Look for this Solemark of Quality on your new Fall shoes.*



**FLEXIBLE**—so pliant that "breaking-in" is now obsolete, yet they are firmly protective.



**WATERPROOF**—even the thinnest Du-Flex Avonite soles for women's dress shoes are thoroughly waterproof. Wonderful protection for feet and shoe uppers.

**AVON SOLE COMPANY**  
AVON • MASSACHUSETTS  
FOR FORTY-THREE YEARS SPECIALISTS IN FINE SOLE MATERIALS  
MAKERS OF THE FAMOUS AVON DU-FLEX, AVONITE  
AND CUSH-N-CREPE SOLES



**LIGHT WEIGHT**—so light they actually float, and make shoes so light that you feel as though you were walking on the clouds.



**not on all shoes . . . just the best ones**



**LONG WEARING**—the big plus in the fine features of Du-Flex Avonite Soles that makes new shoes with this solemark the best you can buy.

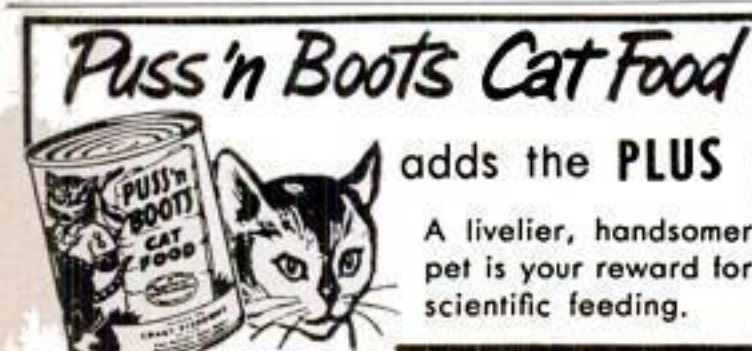
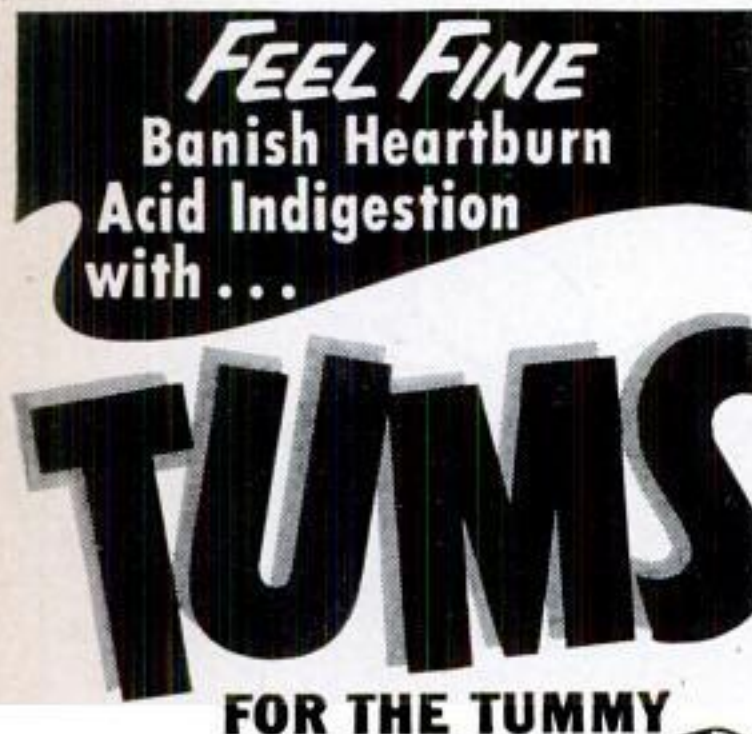


You'll want to  
stick to  
**GORDON**  
knitting . . .  
after buying  
just one pair  
of these  
very special  
sox for children



**Gordon** Wash-Fast  
**Sox**  
For Children

Also Cotton Knits and Underwear for children  
For where, write: Gordon, Dept. L-8, Cambridge 42, Mass.



## LIFE

EDITOR-IN-CHIEF . . . . . Henry R. Luce  
PRESIDENT . . . . . Roy E. Larsen  
EDITORIAL DIRECTOR . . . John Shaw Billings

Edward K. Thompson . . . . . MANAGING EDITOR  
Maitland A. Edey } ASSISTANT  
Sidney L. James } MANAGING EDITORS  
John K. Jessup . . . CHIEF EDITORIAL WRITER  
Charles Tudor . . . . . ART DIRECTOR

BOARD OF EDITORS  
Robert T. Elson, Gene Farmer,  
Joseph Kastner, Marian A. MacPhail,  
Hugh Moffett, John Osborne,  
Philip H. Wootton Jr.

STAFF WRITERS  
Herbert Brean, Fillmore Calhoun, Robert  
Coughlan, Ernest Havemann, Winthrop  
Sargeant, Joel Sayre, Robert Wallace.

PHOTOGRAPHIC STAFF  
Ray Mackland . . . . . PICTURE EDITOR  
ASSISTANT: Loudon Wainwright.  
Margaret Bourke-White, Cornell Capa, Ed-  
ward Clark, Ralph Crane, Loomis Dean,  
John Dominis, David Douglas Duncan,  
Alfred Eisenstaedt, Eliot Elisofon, J. R.  
Eyerman, N. R. Farberman, Andreas Fein-  
inger, Albert Fenn, Fritz Goro, Allan  
Grant, Yale Joel, Mark Kauffman, Robert  
W. Kelley, Dmitri Kessel, Wallace Kirk-  
land, Nina Leen, Thomas McAvoy, Francis  
Miller, Ralph Morse, Carl Mydans, Gordon  
Parks, Michael Rougier, Walter Sanders,  
Frank J. Scherschel, Joe Scherschel, George  
Silk, George Skadding, W. Eugene Smith,  
Howard Sochurek, Peter Stackpole, Hank  
Walker.

FILM EDITORS: Margaret Sargent, Barbara  
Brewster, Miriam Smith.

ASSOCIATE EDITORS  
Oliver Allen, Donald Birmingham, William  
Jay Gold, William P. Gray, Mary Hamman,  
John Jenkinson, Sally Kirkland, Kenneth  
MacLeish, Tom Prideaux, Marshall Smith,  
Claude Stanush.

ASSISTANT EDITORS  
William Brinkley, John Crider, Earl Brown,  
Robert Campbell, Gene Cook, John Dille,  
David B. Dreiman, Lee Eitingon, Honor  
Fitzpatrick, Muriel Hall, Jerry Hannifin,  
Richard W. Johnston, Mary Leatherbee,  
Patricia O'Connell, Norman Ross, Dorothy  
Seiberling, Mary Lou Skinner, Margit  
Varga, Valerie Vondermuhl, Robert Wer-  
nick, Keith Wheeler, A. B. C. Whipple,  
Warren Young, David Zeitlin.

REPORTERS  
Robert Ajemian, Shana Alexander, Mary  
Elizabeth Barber, Margaret Bassett, David  
Bergamini, Margery Byers, Vivian Camp-  
bell, Barbara Dawson, Anne Denny, Bea-  
trice Dobie, Terry Drucker, Laura Ecker,  
Clay Felker, Jean Ferriss, Nancy Genet,  
James Goode, Patricia Graves, Roxane  
Guerrero, Terry Harnan, Kay Hendry, Alice  
Higgins, Helen Hodges, Judith Holden,  
Bayard Hooper, Grayce Horan, Monica  
Horne, Patricia Hunt, Sam Jaffe, Leon Jar-  
off, Patricia Johnson, Nancy King, James  
Leibenthal, Marshall Lumsden, Helena  
Malinowska, Mary Ellen Murphy, Loretta  
Nelson, Susan Neuberger, William Pain,  
Eleanor Parish, Patsy Parkin, Maya Pines,  
John Porter, Henriette Rosenburg, Robert  
Shnayerson, Kathleen Shortall, Gabrielle  
Smith, Jeanne Stahl, Marion Steinmann,  
Henry Suydam Jr., Lucy Thomas, Alice  
Thompson, Virginia Unsell, Claire Walter,  
Margaret Williams.

COPY READERS  
Helen Deuell (Chief), Dorothy Illson, Ir-  
ma Barry, Alison Kallman, Clara Nicolai,  
Suzanne Seixas, Rachel Tuckerman.

LAYOUT  
Bernard Quint, David Stech (Assistant Art  
Directors), William Gallagher, Hilde Adele-  
berger, Matt Greene, Earl Kersh, Fernando  
Martinez, Behri Pratt, Anthony Sodaro,  
Alfred Zingaro.

PICTURE BUREAU  
Dorothy Hoover (Chief), Natalie Kosek,  
Mary Carr, Betty Doyle, Margaret Gold-  
smith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY  
William J. Sumits (Chief), George Karas.

PICTURE LIBRARY  
Alma Eggleston (Chief), Jennie Hart, Doris  
O'Neil.

NEWS SERVICES  
U.S. AND CANADIAN: Lawrence Laybourne  
(Chief of Correspondents), Irene Saint,  
Tom Carmichael, Robert Morse, Jean Snow,  
Grace Brynolson. BUREAUS—WASHINGTON:  
James Shepley, George Hunt, Mary H.  
Cadwalader, Helen Fennell, William Gool-  
rick Jr., Will Lang; CHICAGO: Sam Welles,  
Ralph Graves, Ruth Dennis, Robert Drew,  
George Shiras; LOS ANGELES: Ben William-  
son, Frank Campion, Stanley Flink, Vir-  
ginia Hobbs, Philip Kunhardt Jr., Richard  
Meryman Jr., Frank Pierson; ATLANTA: Wil-  
liam S. Howland, Coles Phinizy; BOSTON:  
Jeff Wylie, John Bryson; DALLAS: William  
Johnson, Scot Leavitt; HOUSTON: Willard  
C. Rappleye Jr.; DENVER: Ed Ogle, Charles  
Chapman; DETROIT: Fred Collins, Edward  
Kern; SAN FRANCISCO: Alfred Wright,  
Richard Pollard, Jane Estes; SEATTLE:  
Dean Brelis; OTTAWA: Serrell Hillman,  
Byron Riggan; MONTREAL: James R.  
Conant; TORONTO: Edwin Rees.  
FOREIGN: Manfred Gottfried (Chief of Cor-  
respondents), John Boyle, George Caturani,  
Bureau—LONDON: Andre Laguerre, Donald  
Burke, Dora Jane Hamblin, Ruth Lynam,  
John Mulliken, Penelope Ward; PARIS: Eric  
Gibbs, John Thorne, Mathilde Camacho,  
Nathalie Kotechoubey, Joann McQuiston,  
Milton Orshesky; BONN: Frank White, Roy  
Rowan; ROME: Robert Neville, John Luter;  
MADRID: Piero Saporiti; JOHANNESBURG:  
Alexander Campbell; MIDDLE EAST: James  
Bell; NEW DELHI: James Burke; SINGA-  
PORE: John Dowling; HONG KONG: John  
Mecklin; TOKYO: Dwight Martin, Donald  
Wilson; MEXICO CITY: Robert Lubar; PAN-  
AMA: Philip Payne; RIO DE JANEIRO: Cran-  
ston Jones; BUENOS AIRES: Ramelle McCoy.

PUBLISHER  
Andrew Heiskell  
ADVERTISING DIRECTOR  
Clay Buckhout



Mountain Goats achieve security by  
staying in high mountainous regions, but  
their kids are often exposed to attack by  
big birds of prey. So canny mothers use  
rugged, sharp-pointed horns as effec-  
tive protection against these attacks.

## Here's Real Protection

You can get real protection for  
the engine of your car too, if  
you change your oil filter element  
regularly. Here's proof:

In a recent test, two identical cars  
were driven 20,000 miles under  
identical conditions. One car had  
NO oil filter—the other was oil  
filter equipped, and its element

was changed every 5,000 miles.

*The car with the oil filter showed  
from 40% to 78% less wear of  
such vital engine parts as cylin-  
ders, piston rings and bearings.*

When you change oil filter ele-  
ments, always insist upon the  
finest money can buy—AC Aluvac.

Optional Factory Equipment on

**OLDSMOBILE**



And Standard or Optional Factory Equipment on  
**CHEVROLET, BUICK, CADILLAC and GMC**



AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION



## HERE IS YOUR CUE

Don't just say Nylon Tricot

Insist on

*"Nyla-Q"*

## ALL-QUALITY YARNS

100% DuPont Nylon  
Special twist and processing

## ALL-QUALITY CONSTRUCTION

Two interlocking yarns tied  
after every loop  
No Sag No Stretch

## OPAQUE TEXTURE

Lovely and Luxurious feeling  
No 'Peek - a - boo' effect

## COSTLIER COLORS

Remarkably fast  
No unpleasant glare

## FOOLPROOF WASHING

Quick Drying  
No Ironing

## WONDERFUL WEARING

Easy to pack  
Crease-resistant  
Long Wearing and Economical



LOOK FOR THE TAG



**LOOK**

*"Nyla-Q"*

## The Blouse-Perfect Fabric

IN BLOUSES BY *Pilot*

Over 12 miles of DuPont filament nylon yarn in every yard

Yes, that is right. 12 miles of yarn by actual measurement. A fabulous figure and a fabulous fabric... this astonishing Nyla-Q of ours. It has found the secret of eternal youth and wear-proof beauty.

Heat set at 425 degrees to preserve the fine fabric qualities

The loveliness is locked in for the life of the garment. To millions of women... many millions... Nyla-Q means modern fabric magic... the greatest combination of practical style and all-day freshness, together with easiest upkeep and long-run economy. There is only one Nyla-Q.

Fabric distributed by Philip Wick Co., Inc., 411 Fifth Avenue, New York 16, N. Y.



# THE *Pilot* BLOUSE



THE PERFECT FALL BLOUSE PICTURE...  
IN THE BLOUSE-PERFECT FABRIC  
FINEST OPAQUE 100% NYLON TRICOT

*"Nyla-Q"*

Tucked into the skirt of your new Fall suit, these enchanting Pilot blouses add immeasurable charm! All designed with the finesse you find in costly imports... yet they're yours at down-to-earth prices! All in **NYLA-Q**, opaque 100% nylon tricot that whisks through suds, dries into perfect press **WITHOUT** ironing! Select your favorites for several-seasons wear! Sizes 32 to 38.

Left: **DIANA** (Hand detailed)... Hand-appliqued flowerlets on bodice, dainty hand-embroidery on scalloped collar. White, pink, blue. About \$7.

Left Center: **DAPHNE** (Jewel neckline)... Center panel framed by graduated pleats. White, pink, blue, beige, gold, navy, red. About \$6.

Right Center: **JUNO** (Classic) Convertible neckline, club collar, spaced vertical pleats. Long sleeves. White, pink, blue, beige, gold, navy, red. About \$7.

Right: **MINERVA** (Wing collar)... Yoke and wing collar detailed with stitched tucks. Rhinestone buttons. White, pink, blue, beige, gold, navy, red. About \$7.

At fine stores throughout the United States or write for name of store nearest you to:

**THE KRAMER CO. • 1407 BROADWAY • NEW YORK 18, N. Y.**

AVAILABLE AT CANADIAN PRICES FROM THE T. EATON CO., LIMITED, CANADA





This is the beautiful new  
**WEAREVER PresClick Pen.**

It writes dry, can't smudge, is  
permanent on paper, but washes  
out of clothing - yet costs less!

**WEAREVER PresClick** is a retractable  
ball pen, recommended by everyone  
who writes with it - including  
teachers, bankers, salesmen!

It writes at your writing angle  
and you always know when  
the point is out - without looking!

Every feature you want  
at only

98¢

PRESS to write



PRESS CLICK to retract



Your choice of red,  
maroon, green, grey  
or black barrel -  
all with handsome gilt tone top.

Save 50% on Refills -  
4 1/2" refill... writes for miles and miles.  
Comes with blue, red or green ink - 25¢

Just right for school



**WEAREVER**

Made by David Kahn, Inc., North Bergen, N.J. ... World's Largest Pen Maker  
© 1953

#### ROGER KYES: A NEW KIND OF CLOSE-UP

Sirs:

To say "... The Ugliest Man Since Abe Lincoln" (LIFE, Aug. 10) is unfair in the extreme is a complete understatement. What is described as "a new kind of close-up" is to me a new technique in libel. My impression is that for every statement attributed to a named person, there is a hurtful or damaging statement by someone without a name. This seems to me a despicable technique for a great publication to adopt.

I never knew Roger Kyes before coming here. I find him strong, understanding, able. I have disagreed with him and his office, but I have great respect for his judgment.

With my primary concern for the Air Force, I find I very much resent the cartoon of the Air Force generals and their bitter criticism of Kyes in the text. It is not representative and does a disservice to the Air Force.

JAMES H. DOUGLAS JR.

Under Secretary of Air Force  
Washington, D.C.

Sirs:

For sheer all-around character portraiture, it was superb. From no other article have I been able to cull so much about a national figure. . . .

CHARLES S. NICOLETTE

Bayside, N.Y.

Sirs:

An outstanding presentation. How well it portrays a man of many facets, his strength, weakness, ability and unbending firmness. The varying views of a complex personality are not summarized, but the reader is left to form his own conclusions. Well done.

MARCUM HYER

Washington, D.C.

Sirs:

Mr. Coughlan has given his subject depth and dimension, plus the indefinability, the actuality which must adhere to persons. It is an example of LIFE at its pioneering best.

GIL JONES

Wichita, Kan.

Sirs:

The sort of thing that makes you sorry for ever having cussed out LIFE.

LEIGH MITCHELL HODGES

Doylestown, Pa.

Sirs:

LIFE has reached a new low with this vicious attack . . . . When a fine, capable businessman, so badly needed

in Washington, gives up so much to serve his country it's a shame he can't be appreciated instead of maligned.

MRS. THOMAS A. PEABODY  
North Manchester, Ind.

Sirs:

Americans should hope and pray Mr. Kyes continues to be as tough in his big assignment as the LIFE close-up depicts him. In no other way can order be brought out of the chaos which has long characterized our sprawling, inefficient, wasteful military establishment. . . . He may be "the ugliest man in Washington," but brother, he is downright beautiful to 160 million citizens who want a strong and solvent America.

ALVIN A. BURGER

Austin, Texas

Sirs:

Terrific! We didn't know it was possible in these days of social and political conformity for a "rugged individual" of unshakable character and integrity to be appointed to such an important post. . . .

MR. and MRS. LEONARD MCKENZIE  
Austin, Texas

Sirs:

. . . It looks as if Roger M. Kyes is at least one man in Washington who is going to give the taxpayer a fair shake for his taxes.

WILFRED WEISS

Tarrytown, N.Y.

Sirs:

As a long-time newspaperman and Washington correspondent, I am, for the first time in my life, ashamed of my profession after reading the hatchet job you have done on Roger M. Kyes. . . . This "new kind of close-up" could do more to destroy freedom of the press in our country than any other device.

TODD WRIGHT

Washington, D.C.

Sirs:

The most readable and illuminating of any piece of journalism that has come to my attention. I surely hope that you can develop other personality pictures in the same manner.

VERNER MAIN

Battle Creek, Mich.

Sirs:

. . . Statements made by unnamed people should not be used. I sincerely hope it will be the last of this kind of article in LIFE.

MARY ADDINGTON

Belleville, Wash.

Sirs:

We at the Westchester Apartments, where the Kyeses have resided since his appointment, cannot begin to describe our disgust at the many unfair remarks you have made against a man who is so genuine, so very affable to the big and small alike.

ANDREW P. KIBORT

Washington, D.C.

Sirs:

Most close-ups seem to miss the feeling of an actual human being. It was a real thrill to read what I feel is my first completely honest article on a successful, well-known man. And I like him because I know he is human and has done all right by being so.

BETH MAJOR

San Gabriel, Calif.

Please send **LIFE**



to \_\_\_\_\_ name \_\_\_\_\_  
address \_\_\_\_\_  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

**ONE YEAR \$6.75** in continental U.S.,  
Hawaii, Alaska, Puerto Rico, Virgin Is.  
(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3435



# LETTERS TO THE EDITORS

Sirs:

... A lot of Kyeses are needed if our country is to keep going.

W. C. EVERETT

Winslow, Ariz.

Sirs:

For the first time people are getting a chance to make up their own minds about some one in a high position. Mine is this: when Kyes is on your side—hip, hip hooray. When he is against you, then he's a dirty so and so. Therefore, I judge him to be fair and square.

BARBARA DORST

Spokane, Wash.

Sirs:

A doer invariably steps on many toes, but among his many friends Roger Kyes is admired and respected for the enemies he has made.

C. C. KELLER

Shaker Heights, Ohio

Sirs:

When the U.S.A. stops producing men like Roger Kyes, then as a nation we can start looking for the handwriting on the wall. He exemplifies the competent, progressive American business leaders who put this country on its feet and have been keeping it out in front ever since. Progress and complacency will never mix. Mr. Kyes's critics seem to fall into the latter classification....

FREDERICK C. POND

West Hartford, Conn.

Sirs:

The most satisfying, enlightening, well-rounded, all-inclusive, shrewd, subtle, discerning and cleverly written article of a biographical nature that I have had the pleasure of reading in a long time.

MRS. H. B. PAYNE

Kansas City, Mo.

Sirs:

This might be the best new idea LIFE has had for quite a while. At the least, it is a fair, effective device for telling an interesting, objective story

about a controversial personality. You could hardly ask for better evidence of editorial fairness....

LESLIE GORRELL

San Francisco, Calif.

Sirs:

This is the first time you have been guilty of presenting a word picture that is based on innuendo, suspicions, petty jealousy, half-facts and comments picked out of context.... Mr. Kyes is in a highly important job. He could do dreadful damage to the country and certainly ruin the President. If you think he is dangerous and can prove it, then throw the book at him. Eat him alive like a lion. Don't nibble him to death like a mouse.

DEVEREUX H. LIPPITT JR.

Graymont, Ga.

Sirs:

Your imaginary round table on Roger M. Kyes is a fascinating literary approach that ably introduces to the American public this controversial man. It was particularly interesting to me since I spent my boyhood in East Palestine, Ohio, Mr. Kyes's home town. Whatever the conflicting opinions on your article may be, the Roger Kyes story illustrates, once again, the capacity of a free people to produce from anywhere and everywhere brilliant, capable and aggressive leaders to carry on our fight....

ALLEN KLEIN

Beverly Hills, Calif.

Sirs:

Isn't Mr. Kyes being just a little presumptuous in his claim to be "the ugliest man since Abraham Lincoln?" A man of the character and profound humility which radiated in Mr. Lincoln's plain and gentle face could never be considered ugly. Judging from your article, Mr. Kyes bears not the slightest resemblance to Mr. Lincoln or any other great American, past or present. Mr. Kyes may be dynamic, but his humility certainly is not showing....

B. J. MATHEWS

Pittsburgh, Pa.

belonging to the families of dead soldiers.... As one stood quietly looking, it seemed the 6,000 figures really breathed and moved. I wondered what had become of it.

LUCILLE SMITH

Gloucester, Mass.

● Friends of the big 10-ton canvas furlled and lugged it to the U.S. in 1928, showed it in Madison Square Garden after removing part of a wall, and at Chicago's Century of Progress Exposition in 1933. It lay in a barn outside Washington, D.C. until sent to San Francisco's international fair in 1939, where it proved too big to be displayed. Mr. Haussner, a German soldier during World War I, bought it at a Baltimore warehouse auction last year, after France and the Smithsonian Institute turned it down.—ED.

Sirs:

... I did not "hire" the trailer trucks, cranes and workmen shown in your pictures of our unrolling of the canvas. They were donated by Mr. George Langenfelter, a local construction magnate who eats in our restaurant every day, as were the circus grounds by George Lawrence, and the tractors to break the ground by James Alban, for two reasons: charity and their interest in art. They are now working on a plan to erect a building to house the painting, with various charities benefiting from admission charges. My plans, of course, are to donate it to charity.

WILLIAM HAUSSNER

Baltimore, Md.

## TAFT'S DEATH

Sirs:

LIFE's farewell to Senator Taft ("A Great Conservative Dies," Aug. 10) expresses in words the feelings in the hearts of millions of his fellow Americans. Those of us who would never have voted for Senator Taft for public office because of differing political ideas cannot help having been inspired by his honesty, integrity and intellectual capacity. Let us hope another great conservative will emerge in his image to save our two-party system.

H. G. JONES

Durham, N.C.

## HOW THE TRUCE CAME

Sirs:

Applause to Michael Rougier on his poignant pictorial report of death to a young Marine ("How the Truce Came to Korea," LIFE, Aug. 10). This moving, sensitive account brought tears to my eyes each time I read it. It so fully expresses the futility of war. Many thanks to a magazine with a heart, as well as a head, for reporting what it sees.

MRS. DOUGLAS KENT ROSE

Oak Park, Ill.

Sirs:

Those few pages forced home more about the past war than all I saw in the 22 months I was obliged to serve in it.... I have gazed upon death many times as a Navy corpsman, but never such as you depicted. Your photographer caught expressions that few people ever have.

ROBERT G. ZABEL

Chicago, Ill.

Sirs:

You published a picture (below) captioned "Hopeful smile lights this ROK soldier's face as he holds up copy of truce agreement...." This "ROK soldier" is Lieut. Kenneth Wu, an American Army officer of Burmese



birth, who was the star Chinese interpreter for the U.N. Armistice Delegation from July 8, 1951 until the morning of July 27, 1953, when he showed General Harrison where to place his signature on the final documents. For 25 arduous months he represented the only constant link of understanding between the U.N. Command and the Chinese People's Volunteers. He holds a unique record for consistent attendance at the truce meetings, challenged only by North Korean General Nam Il. By misusing the picture you denied Kenny Wu a chance for public recognition of extremely valuable service.

CAPTAIN BERTRAND R. BRINLEY, U.S.A.  
Headquarters  
Far East Command and U.N. Command

## 'THE BANDWAGON'

Sirs:

When you praise a ballet as much as you did *The Band Wagon* ("Fearless Fred on a Fire Escape," LIFE, Aug. 10), why don't you give credit where it is due? As one who would be sensitive about such omission, I note that although Michael Kidd is responsible for the choreography his name was not even mentioned. And as an aside, that striking red fire escape was designed by Oliver Smith.

JEROME ROBBINS

Nantucket, Mass.

● Reader Robbins is something of a choreographer himself (*The King and I*, *Call Me Madam*, *Age of Anxiety*, *The Cage*).—ED.



MASSSED FRENCH HEROES IN WORLD WAR I PAINTING

## COLOSSAL CANVAS

Sirs:

"Colossal Canvas" (LIFE, Aug. 10) brought back memories of the Chicago Century of Progress exhibition where the painting hung in a circle in 1933. Here (above) is a photograph I made of the French portion of it.

HENRY LEFEBVRE

Green Bay, Wis.

Sirs:

I saw Mr. Haussner's *Panthéon de la Guerre* in Paris in 1923 as a cyclorama, and thought it marvelous. After World War I, two artists, Carrier-Belleuse and Auguste-François Gorquet, got the idea of making this mighty canvas, representing France and her Allies. To do so they made sketches of the killed right on the battlefield, and copied photographs

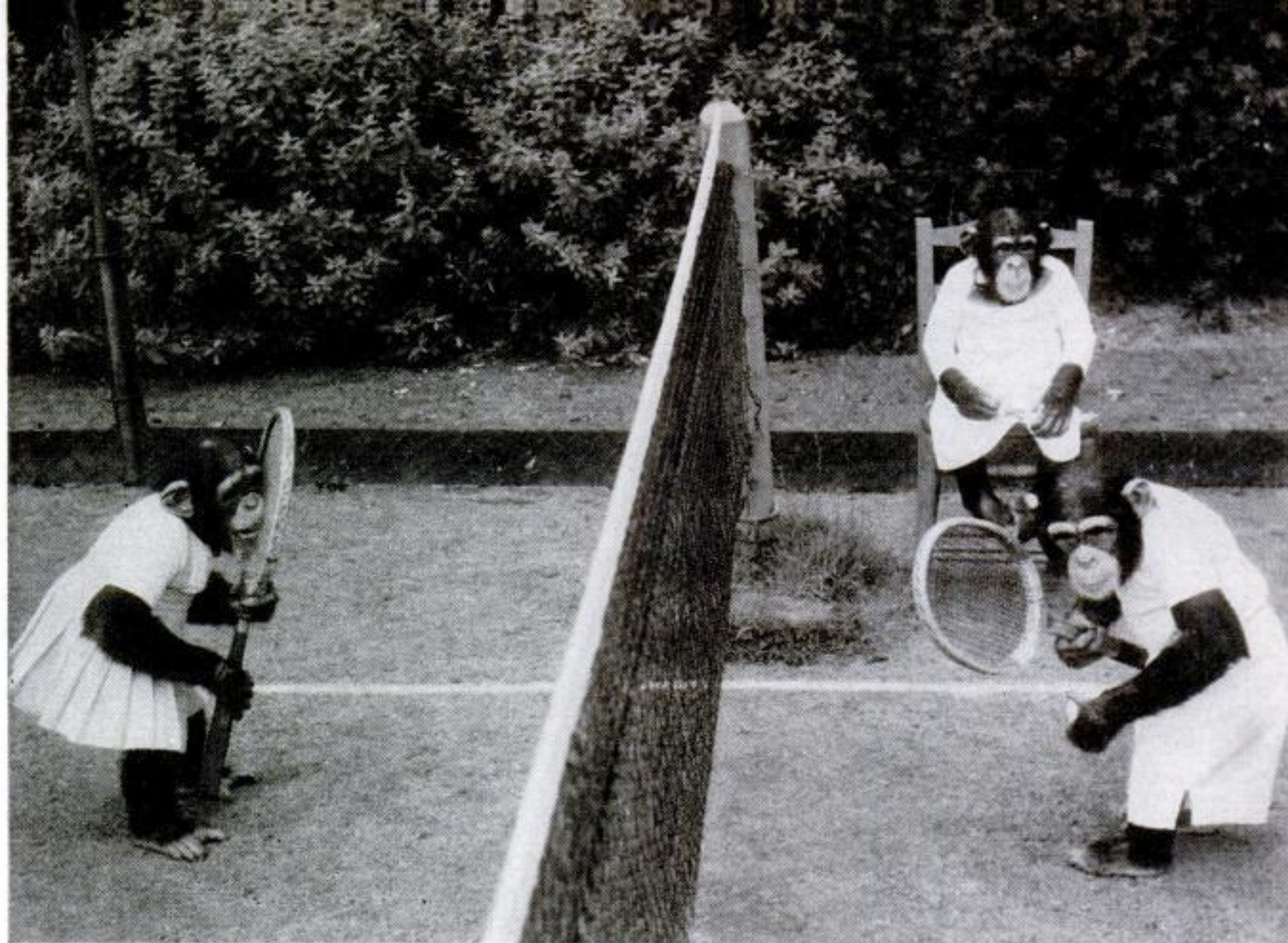
Address all editorial and advertising correspondence to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Subscription Service: J. E. King, Gen'l Mgr. Address all subscription correspondence to: LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

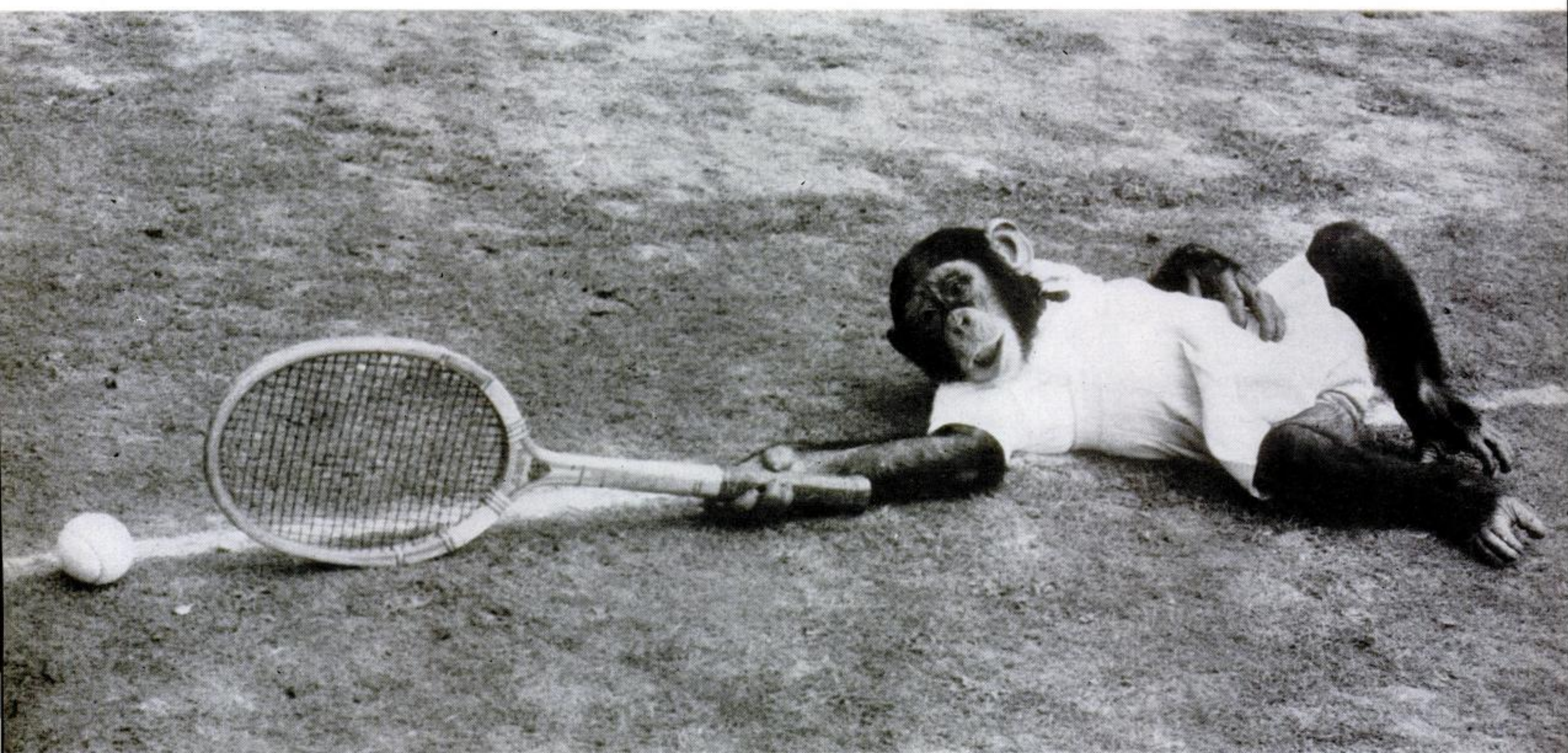
Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. Time Inc. also publishes TIME, FORTUNE, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Bernard Barnes, Allen Grover, Andrew Heiskell, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice; Comptroller and Assistant Secretary, Arnold W. Carlson.



# SPEAKING OF PICTURES



**NONCHALANCE** marks style of Dean (*right*), concentrating on form as he gets ready to serve to Joey, his opponent, and disregarding the gaze of the umpire.



**HEROICS** are exploited by Dean, who falls on his back while chasing a ball to make it clear no player could possibly have come close to returning the shot.

## Two circus chimps play tennis in entertainingly human poses

Although they are adept at riding bicycles and walking a tight wire, the chimpanzees in Billy Smart's British circus never displayed any love for sports until recently when they were brought to a tennis court. They took to the game with such a relish that the circus is now training them so they can play a match in their act next summer. Their form is still far from professional, but as these pictures show, the chimps have already mastered the tennis poses and postures which fans have come to expect from Wimbledon and Forest Hills.

**DRAMATICS** break out at end of match as Dean, the loser, quickly leaps the net to congratulate victorious Joey.

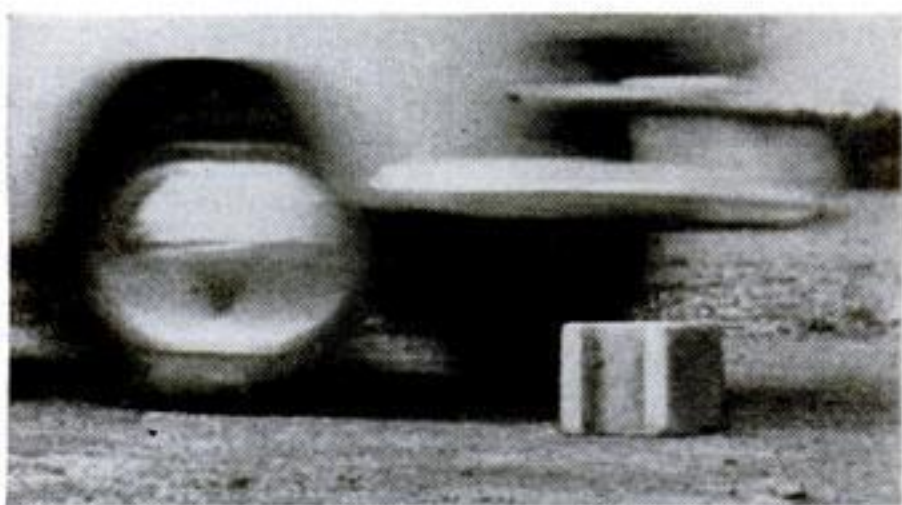






SPORTSMANSHIP is gallantly displayed by victorious player with an affectionate embrace, upholding the best traditions of good winners and good losers.

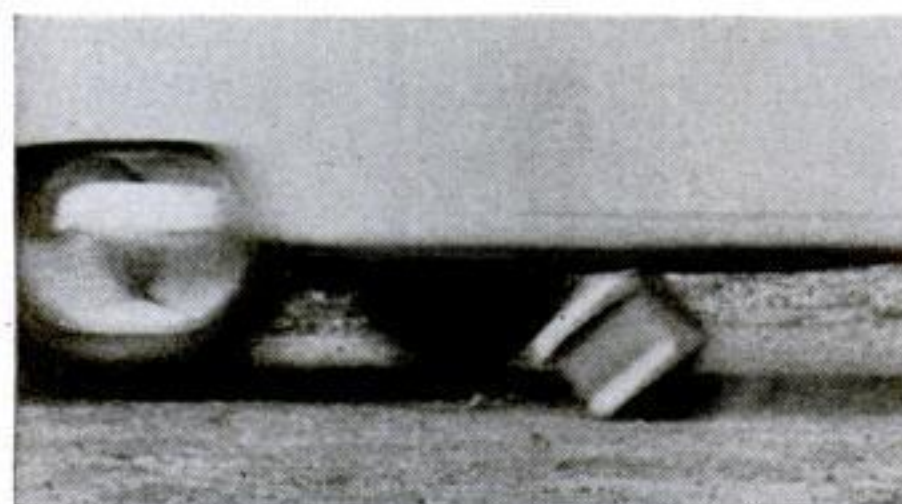




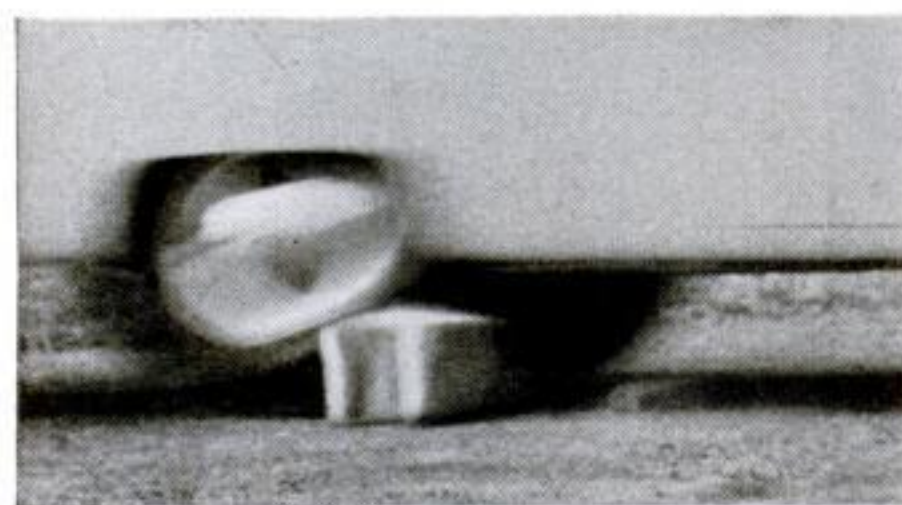
**1. Start of test.** This grueling tire test was made by the well-known Motor Vehicle Research, Inc., of Epping, N. H. Driver approaches cinder block road-hazard at a fast clip.



**2. Slam!** Driver crashes into cinder block full force. This punishment could badly damage a lesser tire. But the Lee is built to take a beating—and is guaranteed to take it.



**3. Roll on!** The front tire has whammed right over the cinder block. And now the rear wheel is coming up fast. This kind of double hazard can happen to anyone—you included!



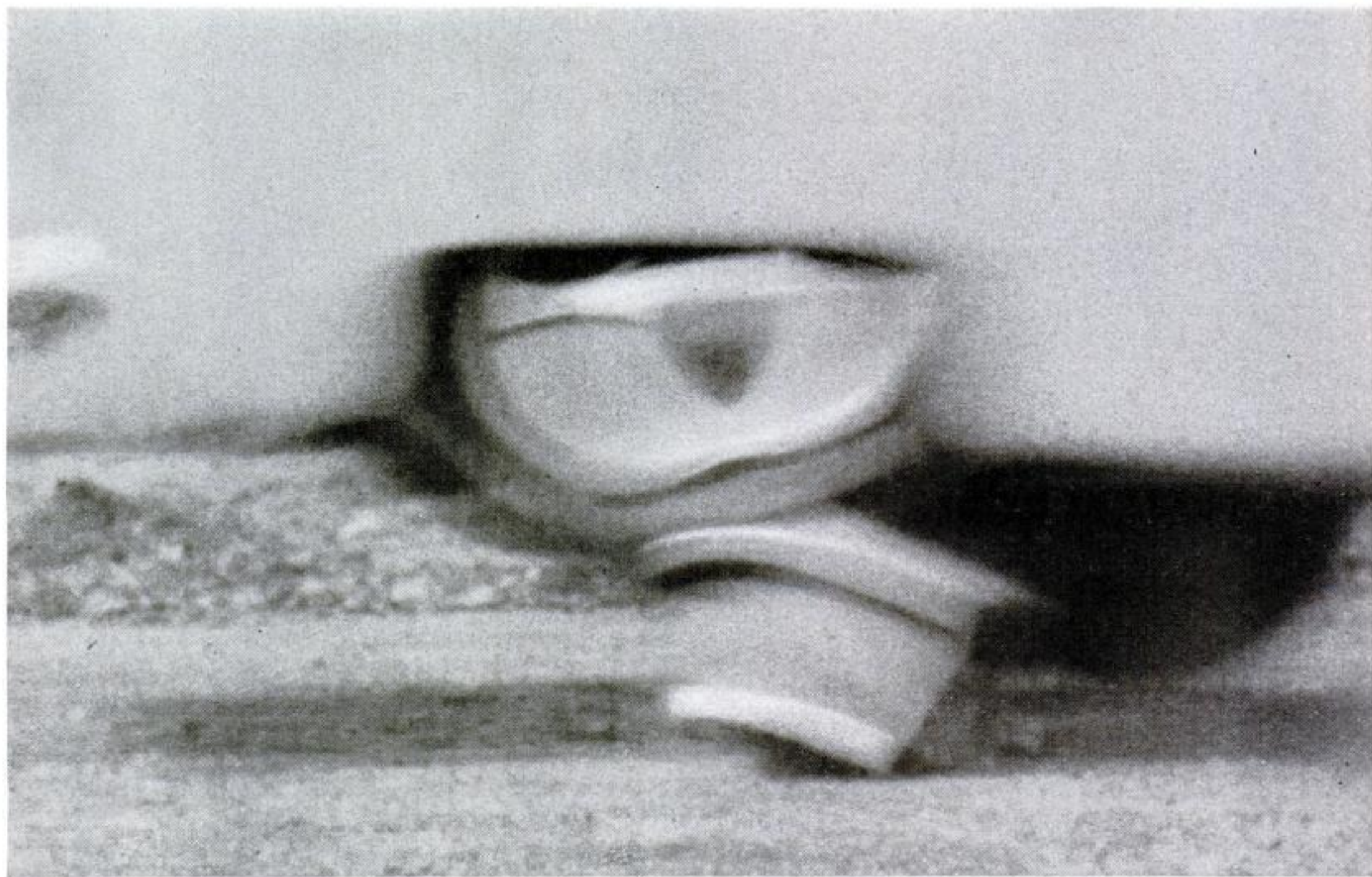
**4. Crack!** The car is again thrown off balance as the right rear tire hits the cinder block with terrific force. The impact dents the rim, but leaves the Lee tire as good as new.

# LEE TIRES

## are guaranteed to take it!

Lee of Conshohocken Tires cost no more than ordinary tires, yet they are built so extra strong, so extra durable, so extra safe that we can guarantee them against all road-hazard damage.

Photos by Motor Vehicle Research



**5. Tough!** Talk about a tough test for a tire! But these Lee tires take it. Not the cinder block, though. It has broken to pieces. The rims on both wheels are badly dented by the force of these blows; but the doubly guaranteed Lee tires are undamaged.

**Get the double guarantee.** Lee Super DeLuxe Tires are doubly guaranteed *in writing!* (1) for life on quality of materials and workmanship; (2) for 15 months against road-hazard damage of any kind, including *cuts, bruises, impact breaks, blowouts.*

**Back of this guarantee** stands a tire-making technique that belongs to Lee alone. You get greater strength, because Lee uses patented Double-Life Cords; as much as 30 percent *more* mileage, thanks to Lee's special formula of 100 percent toughened cold rubber; greater *non-skid protection*, because Lee's tread design always puts 14 wiping edges on the road—in wet weather the tire rolls on a dry surface.

**19,000 Lee Dealers** from coast to coast stand ready to fit your car with new Lee of Conshohocken Tires. See your nearby Lee dealer today. Start now to enjoy the greater safety, the greater peace of mind, the greater economy of driving on tires *guaranteed* to take it.



Write Department 18 for a sample copy of the Lee Tire Double Guarantee.



**You can't lose with a Lee.** At no extra cost, you can have tires as rugged as these on your car. And because Lee Tires are built to take punishment, they are guaranteed against all road-hazard damage.

**LEE RUBBER & TIRE CORPORATION • CONSHOHOCKEN, PA.**  
REPUBLIC RUBBER DIVISION • INDUSTRIAL RUBBER PRODUCTS • YOUNGSTOWN, OHIO







The last of the powerful Democratic bosses disappeared from the political scene last week when Edward Joseph Flynn—for three decades head of New York's Bronx machine—died in Dublin at the age of 61.

Ed Flynn was an exceptional boss—a man of education and personal charm, loved by countless friends and respected by opponents. It is an injustice to his memory to mention his name with the faded bosses of his political generation such as Tom Pendergast, of Kansas City; Frank Hague of Hudson County, N.J.; and old Ed Crump of Memphis, whom Estes Kefauver knocked for a row of late summer squash.

Unlike his fellow bosses Ed aspired to something more than merely ruling his own roost, and he rode into national prominence on the coattails of Franklin D. Roosevelt. But he was never as much at home in Democratic national headquarters in Washington, or as successful, as he was in the Bronx, which he used to boast was "the greatest Democratic county north of the Mason and Dixon Line." There he gloried in being head of a political machine. In *You're the Boss*, published in 1947, he set down a number of home truths on practical politics, insisting that "machine" was simply the opposition's term for a political organization and "boss," its term for leader; and no political party could get anywhere that did not have a strongly led, disciplined organization working 365 days a year. The independent voter Flynn regarded as a shirker: "If we are to have . . . good government . . . I am afraid a lot of men and women will have to get down off their high-horses and grub around in practical politics as active members of a party."

The point was well taken, but it must be remembered that New York Democratic bosses weren't all as upright as Ed Flynn, and that their prototype was William Marcy Tweed (1823–1878) who defrauded the city out of sums estimated at from \$30 million to \$200 million. "As long as I count the votes," he once said, "what are you going to do about it?" Tweed was light on his feet and had magnetism. Despite his cruising weight of from 280 to 320 pounds, a certain lady wrote, "He was one of the best waltzers it was ever my good

fortune to meet." He was beloved by many of his constituents. The tearful ballad composed after the death of his friend Jim Fisk would have perfectly expressed the way they felt about Tweed:

"He may have done wrong but he thought he done right,  
And he always was good to the poor."

One cannot imagine Richard Croker (1843–1922), the next big Tammany boss, waltzing with a lady or having a sob ballad written in his honor. He was a sour, taciturn, bearded Irishman with the build of an orangutan and the instincts of a hog, who began his political career as a brawler and gang leader whose hoodlums were useful to Tammany as floaters and repeaters on Election Day. During a hot congressional struggle Croker, who held the office of city coroner at the time, was arrested for the murder of a rival election worker; he was acquitted. At the age of 73 he married a 23-year-old girl of Indian descent whose Indian name was said to be Kotaw Kaluntuchy. At Croker's orders, when he died the bones of his race horse, Orby, which had won the British Derby, were to be exhumed and moved close to his own mausoleum on the estate he had retired to in Ireland. He left his widow more than \$5 million.

Granted that we will always have political machines (organizations) and political bosses (leaders), what has led to the decline of the old-fashioned, ruthless and sometimes colorful political boss? Bosses based their machines on immigrants, who wanted friends and jobs and the chance to become citizens. There are far fewer friendless, bewildered immigrants these days. During the Depression and the New Deal an immense amount of local patronage was transferred to federal agencies. The suburbs have drained away a great many city dwellers, who developed new political alliances and mores when they became suburbanites. Young people vote more and are more sophisticated politically. Finally, this last election showed a powerful emergence of the gifted amateur in large numbers, e.g., the citizens' committees for Eisenhower. Maybe a great many hitherto politically torpid men and women have got down off their high horses. We hope so anyway.

## THE BOSSLESS DEMOCRATS

It is a pleasure to welcome home a politician who bears no resemblance to any boss, Mr. Adlai Stevenson, the leader of the Democratic party—and to congratulate him on his conduct during his world tour.

Abroad, Mr. Stevenson never failed to distinguish between national policy and domestic politics, keeping an admirable perspective on events and persons back home. Over there, he correctly gauged the true stature of a senator named McCarthy. In London he clarified beyond all misunderstanding his own position as an American first and a Democrat second—thereby losing some leftward British friends. But however fascinating Mr. Stevenson found foreign politics, he is sure to find the domestic variety still more engrossing—particularly if he wants to stay in politics.

The Democrats to whom he now returns have not only lost their oldtime bosses; they are definitely without a boss, bossless. And they seem in no hurry or mood to take on a new one—not even so mild and reluctant a manager as Mr. Stevenson. True, Mr. Stevenson's own nominee, Mr. Steve Mitchell, still reigns at headquarters. He is as energetic as

ever and perhaps as ineffectual; or at least he is so regarded by some of the oldtimers who look on him as a boy scout. The Southerners remain estranged and their power grows, especially since they hold most of the party's seats in the House and Senate. The Democrats in Congress have regained some buoyancy and optimism; a mood bolstered by the obvious and traditional difficulties of the majority. But the congressional Democrats take their greatest satisfaction not from opposition but from their "loyal" support of the President. They boast about it with a certain smug assurance as if by so doing they can hitch a ride on the Eisenhower bandwagon in 1954.

Mr. Stevenson's own ambitions are obscure, although he may clarify them when he speaks in Chicago in September. Intelligent, highly articulate and a man of unchallenged integrity, Mr. Stevenson will always have an influential voice. But unless he actively takes the political field he will find, as other defeated presidential candidates have found before him, that the role of nominal leader of a party is difficult indeed: he is neither leader nor boss of a bossless minority.





## REDS PHOTOGRAPH A GI REACTION TO THE TRUCE IN KOREA

When news of the Korean truce first reached the American inmates of a North Korean PW camp, an enemy photographer was on hand to record their reaction. There is no way of telling whether this picture, which reached the U.S. last week, was staged by the photographer or resulted from the prisoners' spontaneous reception of the long-awaited news. There is no doubt, however, that the wide grins on their faces are genuine as they get ready to leave their captors and head for Panmunjom.

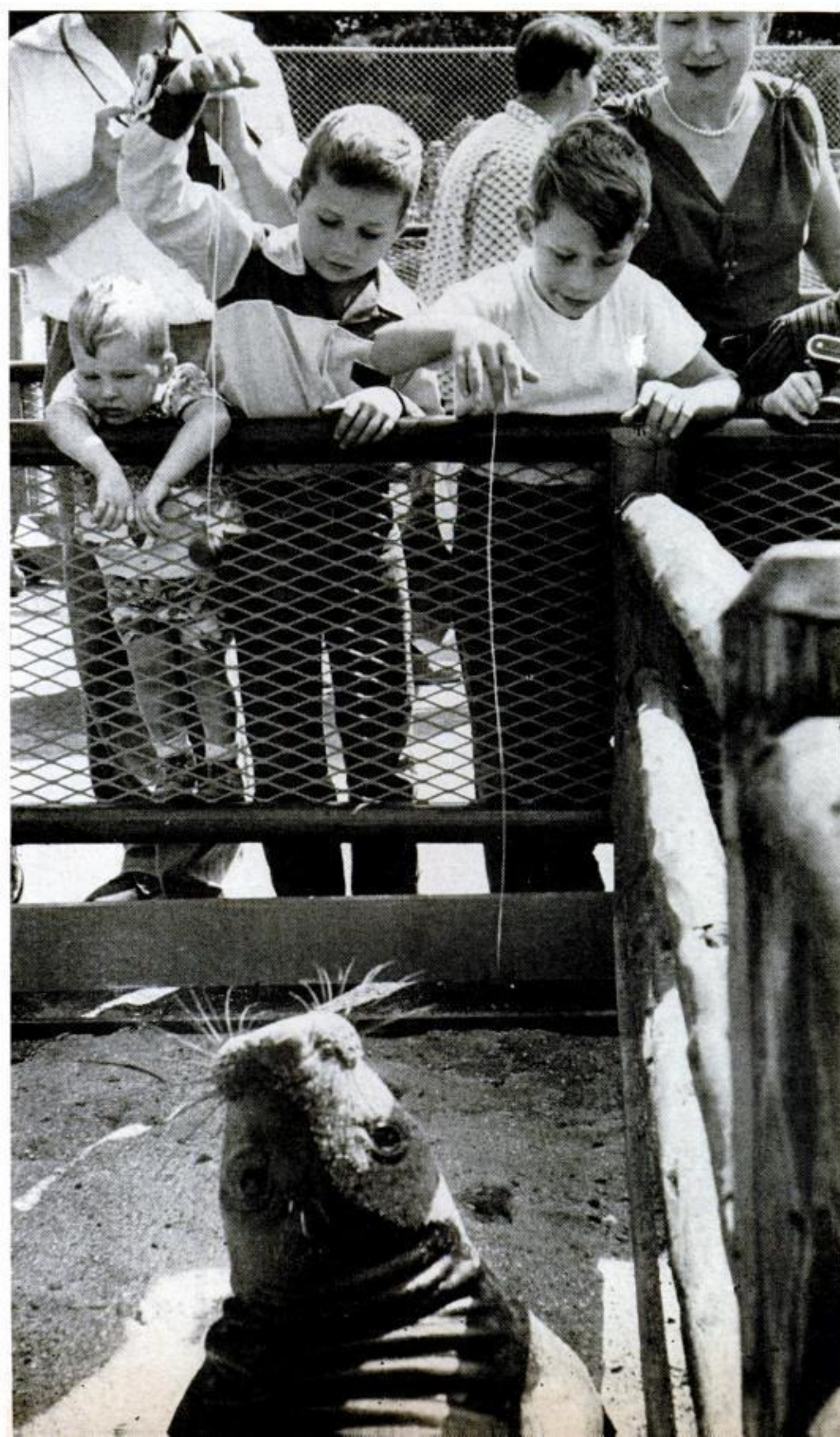




DUCK'S LONG NECK PROVIDES NICE HANDHOLD FOR BOY AS OTHER CHILDREN TACKLE OTHER AREAS



HANDS SWARM OVER DAZED LION CUB, CAESAR,

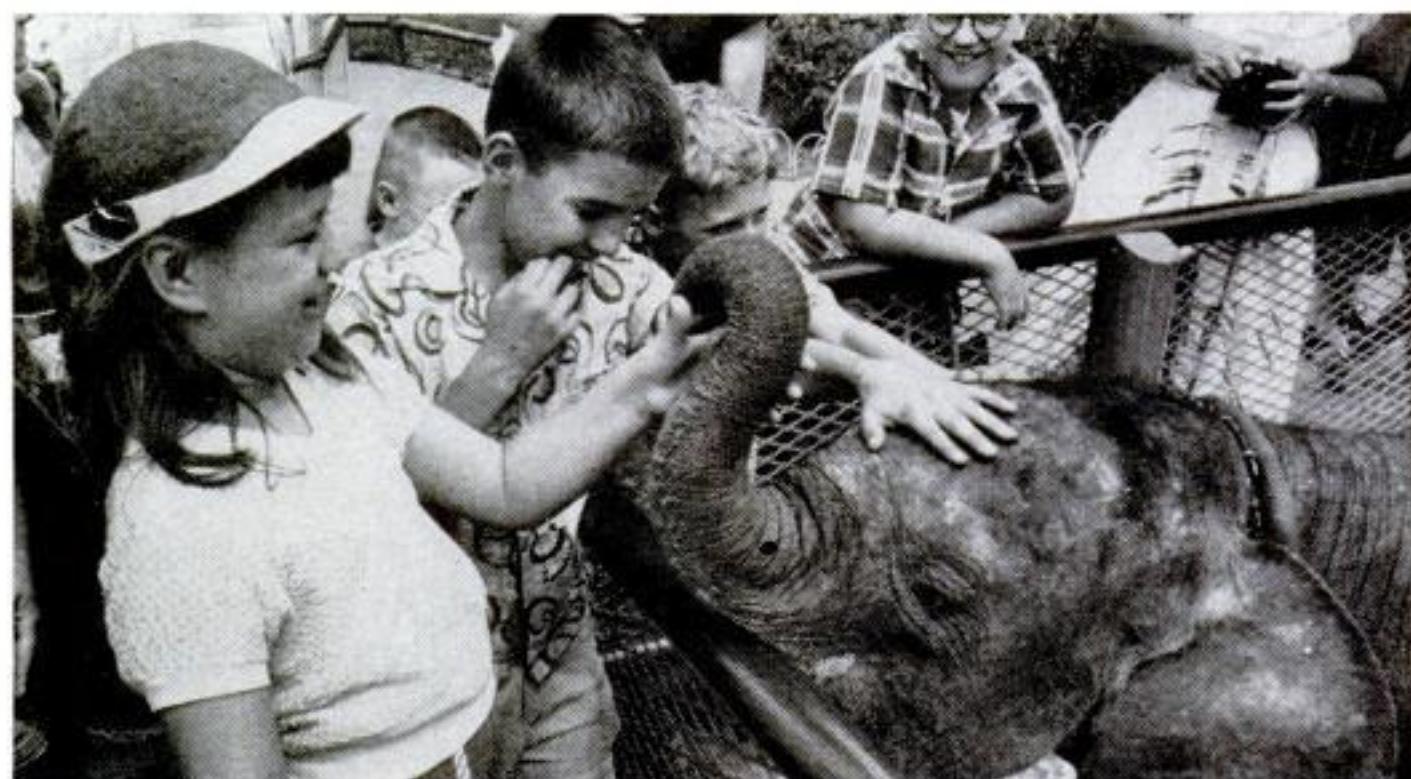


## ZOO'S BABIES GET

### Chicago's experiment in letting down fences

When Chicago's Brookfield zoo opened a new children's section, officials decided to make the baby animals available for petting, feeding and mingling with the visiting children. There were to be as few fences as possible and even then low fences. "We expect a certain amount of attrition," mildly admitted one of the officials but no one foresaw just how much.

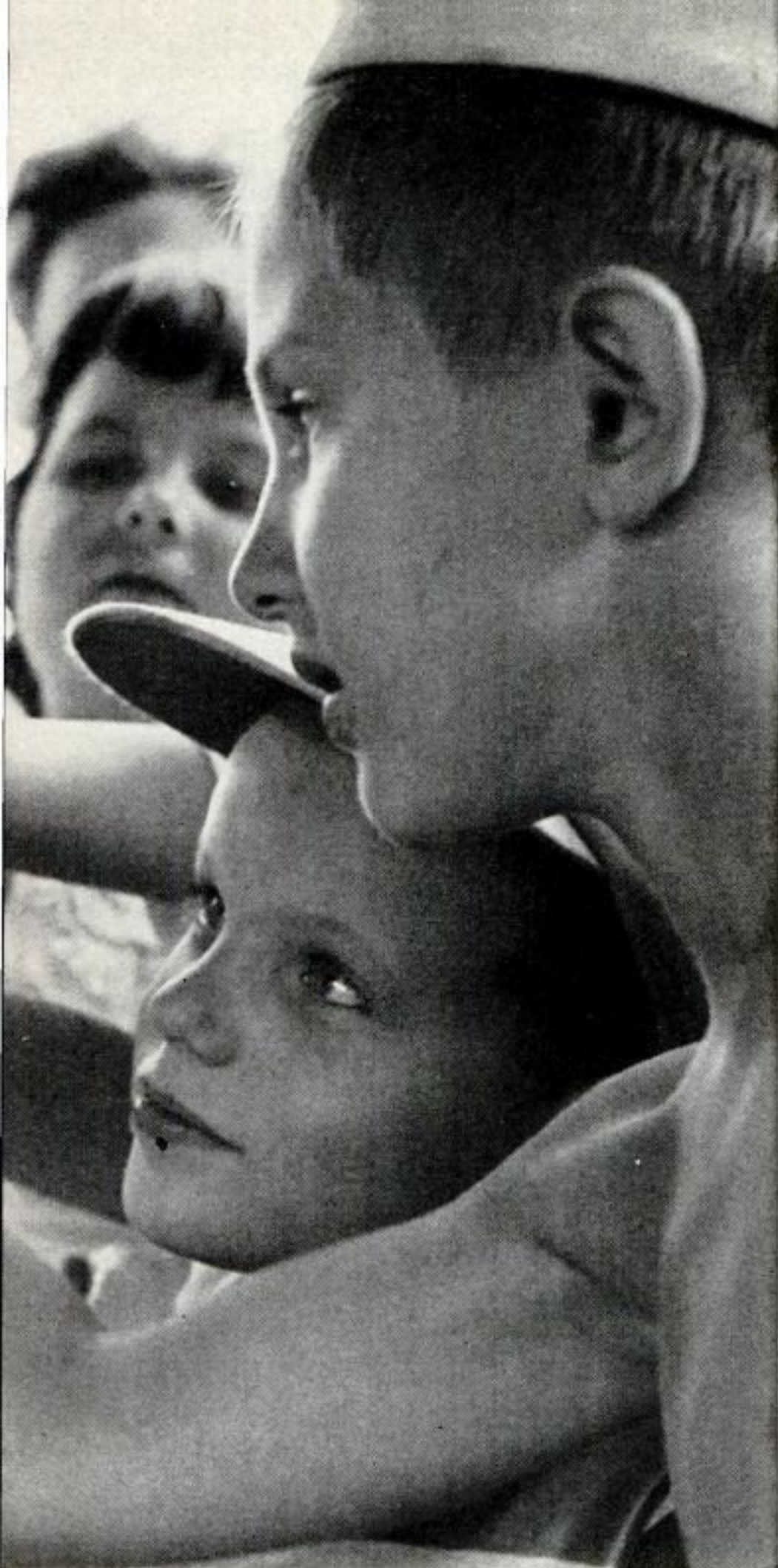
On opening day several thousand youngsters passed into the zoo and swarmed with love and affection over the young animals. They probed the baby kangaroo's pouch. They fed the two baby llamas full of popcorn and then grabbed their throats and force-fed them. They explored the baby elephant and noted, "He's tickly." The boys dribbled Yo-yos on the sea elephant's nose and sparred with the



UNSUSPECTING ELEPHANT is worked over by the youngsters, who stood in line to give him a careful hand examination. "He feels funny," one remarked.

← SEA ELEPHANT MAKES MISTAKE OF LEAVING POOL AND RUNS INTO YO-YOS





WHO CAME DOWN WITH CASE OF OVERAFFECTION



CHILDREN LOVINGLY ASSAULT A BABY KANGAROO BY GRABBING HER NECK AND TICKLING HER CHIN

# OVERDOSE OF LOVE

delights the children but exhausts animals

young monkeys. "Pat him nicely, Dagmar," a mother instructed her young daughter, who was batting away at an astonished baboon.

Some animals fought back. A monkey grabbed a woman's lipstick. A baboon hit a boy. A llama who had had his fill of popcorn discovered a way to say so, and a loud-mouthed mother stalked away, yelling, "That dirty brazen creature poked me in the rear!" But most of the animals had soon had it. Caesar, the 7-week-old lion cub, was pawed so much he had to retire to his cage. While gladdened by the 6,815 first-day turnout, zoo officials decided to put in a few refinements such as a fence to protect the baboons from the youngsters. They also talked of taking some of the animals, who had had as much attrition as they could stand, away "for a little rest."



**EXHAUSTED ELEPHANT** pants on ground after day with children. The year-old elephant was especially unlucky because he was most popular of all animals.



POPCORN-STUFFED BABY LLAMAS, TOO FULL TO WALK, ARE LIFTED TO CAGE →





AFTER MEETING LLOYD (LEFT) AND U.S. DELEGATE LODGE LINGER TO DISCUSS THEIR DIFFERENCES

WITH MUNIZ of Brazil, chairman of Political and Security Committee, he discusses next meeting.



WITH KRISHNA MENON of India he holds his Foreign Office dispatch case during a conference.



WITH LODGE, Lloyd (right) argues that India should attend Korean talks as a major Asian power.

## NEW FACE IN THE U.N.

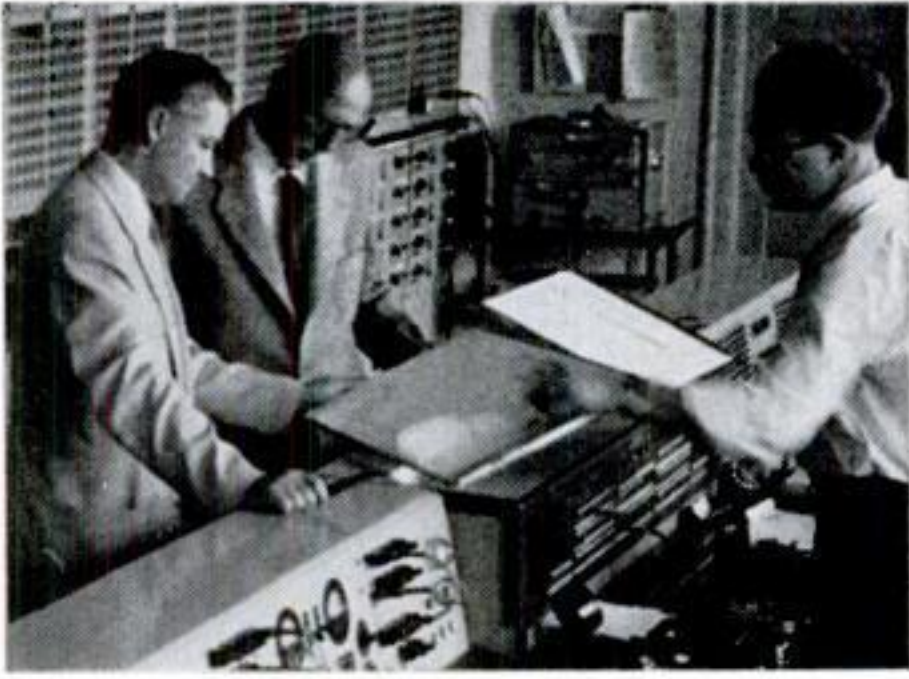
### Lloyd speaks up for the British

When the British took the center of the stage at the U.N. last week, a persuasive figure emerged as spokesman for their case. He was Selwyn Lloyd, 49, minister of state. The business of the week was to organize a Korean political conference and Lloyd's assignment was to overcome U.S. opposition and gain admission for India, along with Russia. A lawyer turned diplomat, Lloyd proved so adept at argument and negotiation that by week's end he seemed to have an impressive array of delegates on Britain's side. When U.S. Delegate Henry Cabot Lodge Jr. requested that Russia be admitted only if she sat "on the Communist side" of the table, Lloyd replied that it made no difference where Russia sat, so long as she attended. He also had a word for Vishinsky, who wanted to ring in Red Poland. Turning one of Vishinsky's own Russian sayings back on him, Lloyd scolded him for "trying to wash your hide without getting wet."

WITH HAMMARSKJOLD, Secretary-General of U.N. (right), he receives congratulations for speech.







**IN BERLIN** Gough tours RIAS, German-U.S. radio station which beams information to Red zone.

## NEW FACE IN EUROPE

### Gough inspects defenses for U.S.

In Europe, on a tour which took him to 10 major cities in 21 days, the American Legion's national commander, Lewis Gough, followed an agenda which indicated he had some high level encouragement from Washington. He poked into airbases, had a round of secret briefings and private talks with major NATO commanders. Then he returned to the U.S. for the Legion's national convention next week, where he planned to report what might seem, for the Legionnaires, to be some startling conclusions: 1) NATO progress is encouraging; 2) the U.S. should step up its information program to clear up misgivings; 3) the U.S. should fulfill treaty promises to permit Italy to take over the city of Trieste; 4) the McCarran Act should be modified to allow more realistic immigration quotas from overpopulated countries like Italy. He also planned to make a recommendation which is in line with the Legion's long-term policy: the free world must continue to rearm.

**IN ROME** Gough has an audience with Pope. Later he reported Italy in need of help and freer trade.



**TOURING EAST BERLIN**, GOUGH STUDIES SCENE FOR PICTURE WHILE PASSING RED POLICE STUDY HIM

**IN WIESBADEN**, U.S. airbase in Germany, he gets briefing on American operations over Europe.



**IN PARIS** he is kissed on cheek after receiving Legion of Honor from the Minister of War Veterans.







**TOTTERING CROSS** still surmounts the damaged tower of a Greek Orthodox church in Zante. Rest of church has become a heap of rubble around the tower.

## RUINOUS EPILOG TO HOMERIC DRAMA

The islands of Ionia, off the west coast of Greece, were groping their way back to life last week after a succession of 100 earthquakes. For five days Ithaca, Zante and Cephalonia had been shattered, split wide open and sowed with death by "huge waves, and smoke and horrid thunderings" like those which Homer described overtaking the Ionian king, Ulysses, on his way home to ancient Ithaca.

The horror-stricken and destitute survivors were getting help, swiftly and generously. It came at first from the U.S. Sixth and NATO Mediterranean fleets which, providentially, were already fully supplied and at sea preparing for maneuvers when the first shock struck. Landing doctors, tents, medicines, food (\$500,000 in food from the American task force alone), the first rescuers were soon reinforced by Israeli naval vessels, then disaster teams sent by the Red Cross and the Greek government. Little by little, as the repetitious shocks subsided and the assistance multiplied, the people began to recover from the stark hysteria which had frozen them all aghast, like Ulysses' stormbound crew, and rendered them so woodenly unable to help themselves or one another that their rescuers illogically got the idea they were Communists.

The cost had been appalling: at least 800 dead, 900 seriously injured, 100,000 homeless, \$100 million in destruction. For Greece the tragedy was fiscal as well as human; the government had just announced, one day before the first quake, its first balanced budget since before the war.

**SUNDERED EARTH** opens up in long fissures among which survivors cautiously pick way on Zante waterfront.

**STUNNED SURVIVOR** gasps in horror as she wanders helplessly past debris and a dying woman on Cephalonia. ➔





CONTINUED ON NEXT PAGE





**FALLEN STATUE** of favorite son, Poet Solomos, who wrote Greek anthem, lies headless in Zante.



**ROPED LOOTERS** are guarded by soldier in Zante. Death penalty, though decreed, was not imposed.



**IMPROVISED SUNSHADE** shelters a stranded islander waiting for rescue on Cephalonia beach.



**FRIGHTENED FUGITIVES** crowd on board a caïque at the dock in Argostoli, Cephalonia. Heavy

deckload causes small Greek fishing vessel to list, but still one more man (*right*) pleads to get aboard.



**HUNDREDS OF SURVIVORS, MOSTLY TRAPPED VACATIONERS, CROWD BEACH AS U.S. EMBASSY VESSEL**

**RUINED TYCOON** Jom Colaitis, olive and raisin exporter and richest man in Zante, sits forlornly

amidst the wreckage of his home, the Villa Alba. The quake destroyed his prized collection of art.





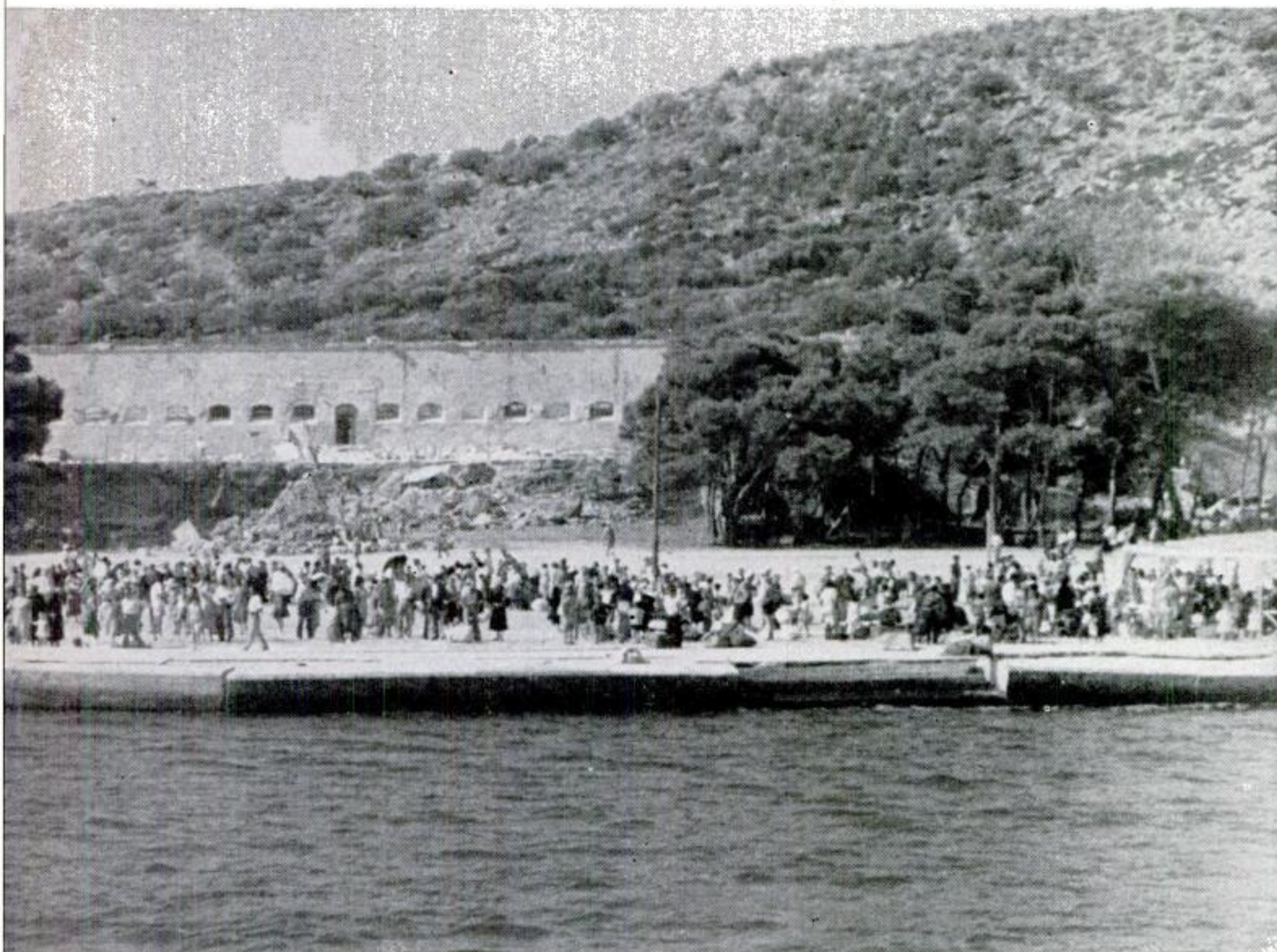


**JUMBLED CHAIRS**, heaped up by quake-marred advertising slogans on walls, are all that remains of

Zante theater. Nobody was hurt here because, after first morning shocks, the theater was shut down.



**MERCY HELICOPTER** hovers over U.S. cruiser *Salem* on flight to carry food, drugs, survey damage.



**EDGES IN TO ARGOSTOLI.** THEY ARE AFRAID TO RE-ENTER RAZED TOWN, FEAR THE ISLAND MAY SINK

**TENT HOSPITAL** is set up by British in skimpy shelter of palms near ruins on Zante waterfront.

Medics from warships (*one in background*) treated more than 1,000 wounded in the first seven days.



**BREADLINE** gets food from U.S. marines in an Anglo-American camp where 4,000 are sheltered.



**LADY MOUNTBATTEN**, wife of Mediterranean Allied naval chief, comforts a Cephalonia islander.





**BURIAL DETAIL** of U.S. Marines slosh gasoline over bodies of mother and daughter found in rubble.



**FUNERAL PYRE** blazes hotly. Most bodies found were cremated to help eliminate danger of epidemic.

## Greek Earthquake CONTINUED



**THREE BABIES BORN DURING [QUAKE ARE SWADDLED AND SQUIRMING IN ARGOSTOLI TENT HOSPITAL**

## NEW LIVES REPLACE THE CREMATED DEAD

Mourning the dead, burying them when they could and cremating them when they could not, the living slowly shaped order from chaos. A new mother, who had given birth during the quakes, grieved for the husband who had been killed in it but also smiled over her child.

As confidence replaced panic, the people began to come out of hills to which they had retreated. Farmers brought in eggs and grapes and melons to sell or gratefully give to their rescuers. Townspeople dug into the ruins, salvaging cherished furniture and clothing to put into new homes under tents. The owner of a ruined hotel in Argostoli found enough tables and furnishings to open a restaurant under the trees. Shopkeepers strove to put their scattered goods in order; while a clothing merchant patiently counted slips and panties, a cigaret vendor was already in business. In Argostoli the Bank of Greece reopened and, surprisingly, it had more deposits than withdrawals.



**LIGHTING CANDLES** for dead, survivors attend service in St. Denis, Zante's only intact church.





PHOTO BY PENN

## OF COURSE, THERE'S A DIFFERENCE IN VANILLA PUDDINGS!

1. The children made their choice! They eat more Jell-O Puddings than any other kind.
2. So simple for summer\*! And Jell-O Pudding treats are rich in milk nourishment, too!
3. Double-feature wonders—make delicious pie fillings, too!  
Be sure to try some!

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

*\*Simple for Summer!* Your grocer has many Simple for Summer specials now. Look for them!



Vanilla  
Chocolate  
Butterscotch  
Lemon  
Coconut Cream

Copyrighted material



# CHOOSE the right point

**CHOOSE** an Esterbrook Point  
...by number



**ADD** it to the barrel of an  
Esterbrook Fountain Pen



ALL POINTS INSTANTLY  
INTERCHANGEABLE...  
INSTANTLY RENEWABLE...  
ONLY MOST POPULAR POINTS SHOWN

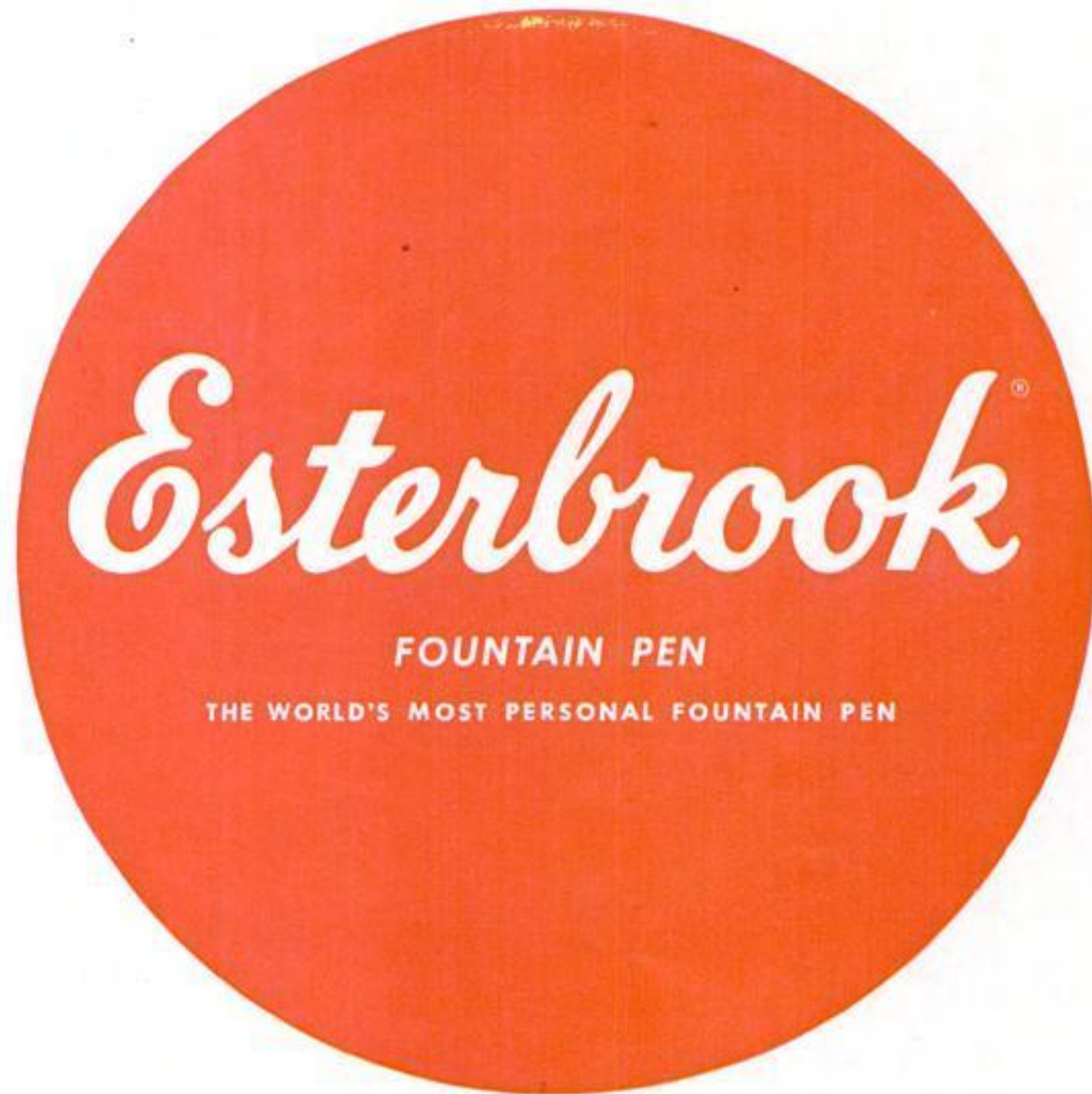


ESTERBROOK 444 DESK PEN SET. This desk pen automatically fills itself from ink-fountain in base every time you pick it up. Fountain base holds 40 times more ink than ordinary fountain pen. Pen takes your favorite Esterbrook Point.



# for the way you write...

**WRITE** with an Esterbrook Pen  
that writes your way...naturally



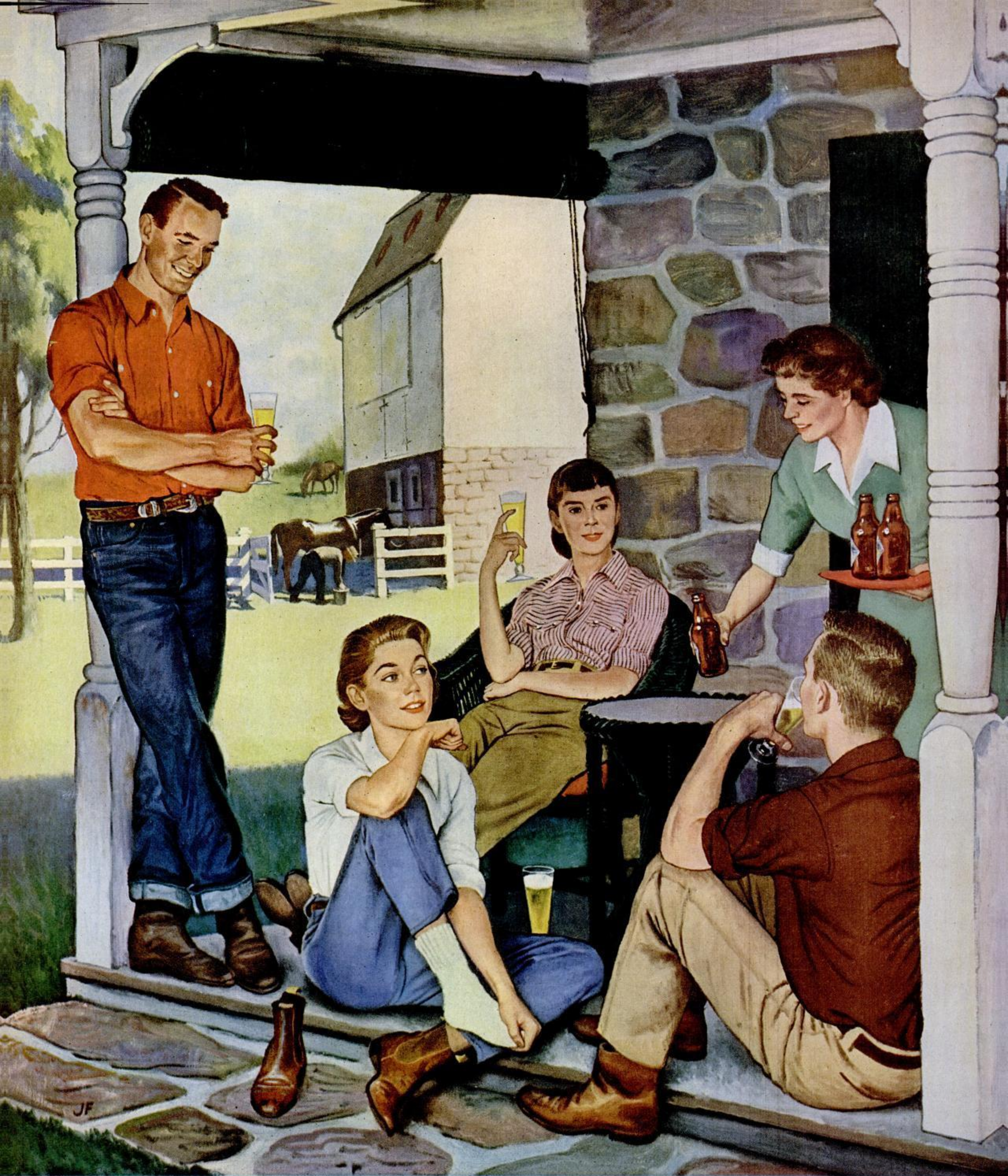
ESTERBROOK POCKET SET. Pen and matching Push-Pencil.  
(Push the top to feed the lead.) Pencil holds 12 sticks of lead—writes  
for months without reloading. Choice of regular or thin lead models.

**Writing is easier...  
more comfortable...  
with the right point**

Easier, more comfortable, more pleasant writing is yours when your pen is made for your kind of writing. Prove it yourself. At the nearest pen counter, choose—by number—the Esterbrook Point that writes your way, fit it into the Esterbrook Pen barrel you like best and write. Feel how the words fairly flow off the point. See how your writing reflects your individual personality.

COPYRIGHT 1963, THE ESTERBROOK PEN COMPANY





*"After The Ride," by John Falter. Number 85 in the series "Home Life in America"*

*In this friendly, freedom-loving land of ours—Beer belongs... enjoy it!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION  
Sponsored by the United States Brewers Foundation... Chartered 1862





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Hungary frees Sanders, the quints split up, Morocco gets a new sultan



SANDERS AT BORDER

Hungary's Reds pardoned Edgar Sanders, the British businessman jailed in 1950 along with Robert Vogeler, who got out two years ago. After Sanders, pale and hollow-cheeked, appeared at the Austrian border and crossed to freedom, the British Foreign Office intimated that the three-year-old trade embargo against Hungary may soon be lifted again.

France's nationwide public service strikes were partially ended when Premier Laniel reached agreements with the non-Communist union leaders who originally called for the work stoppage. But Communist-dominated unions were still struggling desperately to prolong the nation's crisis.

### U.S.S.R. has hydrogen explosion

From the Kremlin last week came word that Russia's first hydrogen bomb had actually been exploded in a test held "within the last few days." In Washington the U.S. Atomic Energy Commission announced that it already had gathered evidence to prove the explosion took place on the morning of Aug. 12, four days after Premier Georgi Malenkov first claimed that the U.S.S.R. had obtained the H-bomb's secret. The news of the explosion was generally received calmly in the West, although Senator Alexander Wiley of Wisconsin worriedly warned Americans that "we must keep our powder dry and not go off half-cocked and think the leopard has changed his spots."

In Ontario Oliva Dionne said that his quintuplet daughters, now 19, are parting ways. Yvonne will study art in Montreal. Annette, Cecile and Emilie will go to school in Quebec. Marie will enter a Catholic religious order, spend her time in prayer and contemplation. "She has always been the introspective type," said Papa Dionne.

### Dr. Astin will stay on the job after all

Commerce Secretary Sinclair Weeks ended a long controversy by announcing that Dr. Allen V. Astin will stay indefinitely as director of the National Bureau of Standards. Weeks fired Dr. Astin last March 31 because the Bureau of Standards had given an adverse report on a commercial battery additive which led the post office to bar the compound's manufacturer from using the mails.



DR. ASTIN

In the ensuing storm of protests from scientists Weeks had asked Astin to stay on "temporarily" while he looked for a successor. But though Weeks has given up the task of finding a new director, he stated that in the future he, and not Dr. Astin, will decide which commercial products are to be tested.

Italy finally got a government last week when the senate gave a vote of confidence to a cabinet selected by new Premier Giuseppe Pella, a member of ex-Premier De Gasperi's Christian Democrat party.

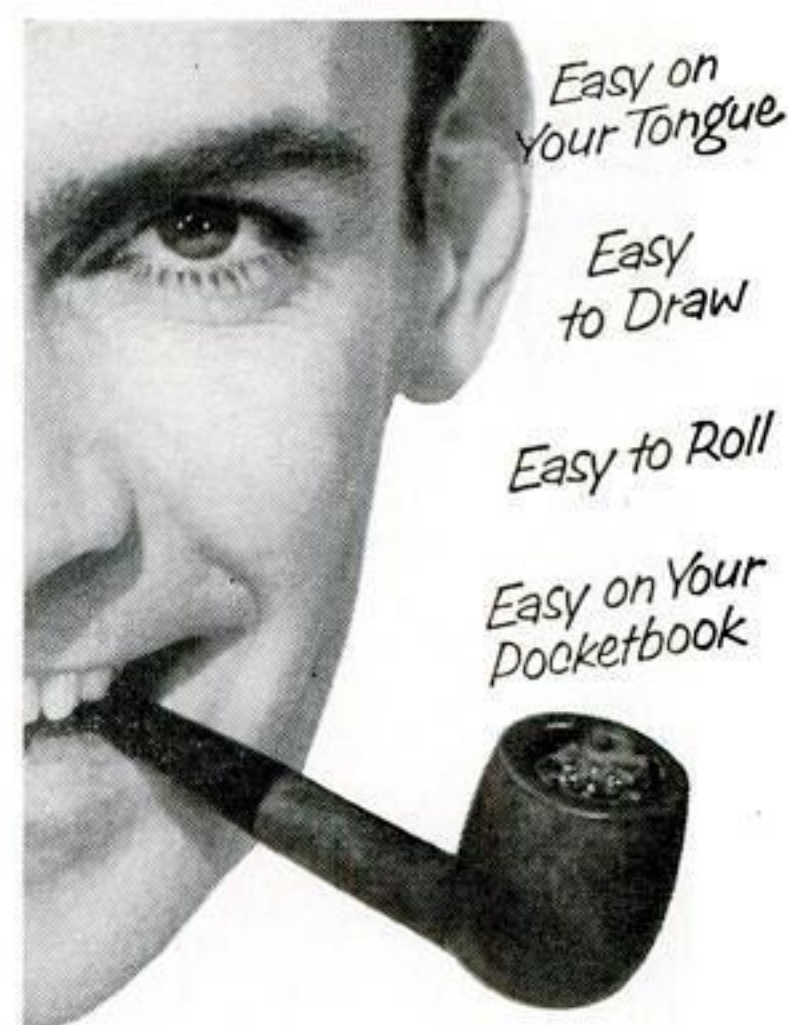


COMPTON (FOREGROUND) LEADS FELLOW CRICKETERS THROUGH CROWD AFTER BIG MATCH

In London's Kennington Oval last week a frenzied crowd of 30,000 Englishmen nearly crushed a young man named Denis Compton in their eagerness to congratulate him and give him a few hearty thumps on the back. Compton had just ended the equivalent of the World Series in cricket, the annual Test Match between England and Australia, by hitting a long ball that scored four runs and brought victory to Britain. Although cricket has been the traditional pastime of Englishmen for centuries, they had failed since 1933

to beat Australia for the Ashes, an urn containing the remains of a wicket burned by the Australians in 1883, when England won. "By the beard of W. G. Grace," crowed the Daily Mirror, evoking the revered name of one of cricket's all-time greats, "we've done it. After 19 years of frustrations, war, humiliation and near misses, we've got those old Ashes back where they belong—in England." To most Englishmen winning the Test was the biggest feat of the year, at least on a par with the climbing of Mount Everest.

CONTINUED ON NEXT PAGE



Easy on  
Your Tongue

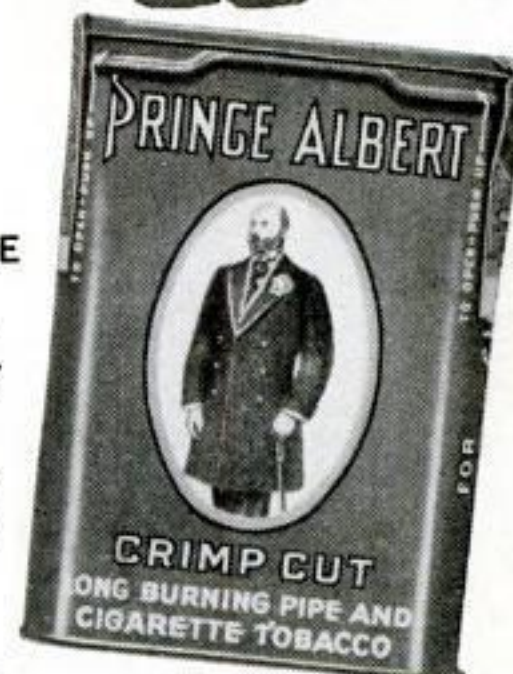
Easy  
to Draw

Easy to Roll

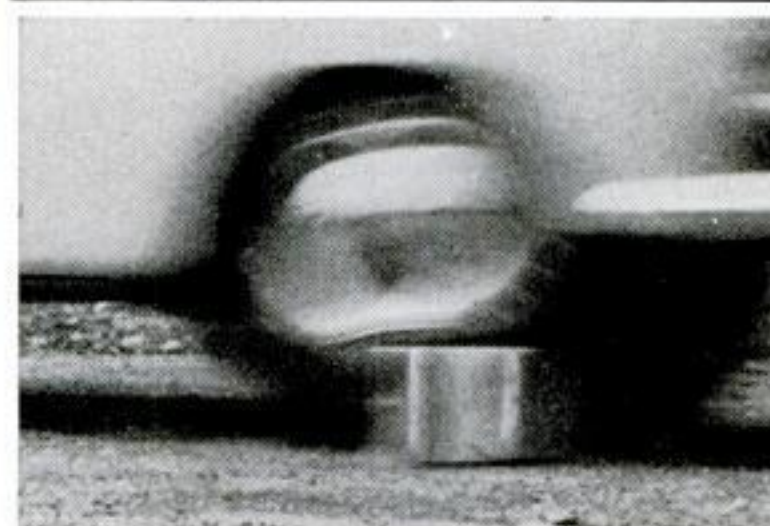
Easy on Your  
Pocketbook

## Prince Albert

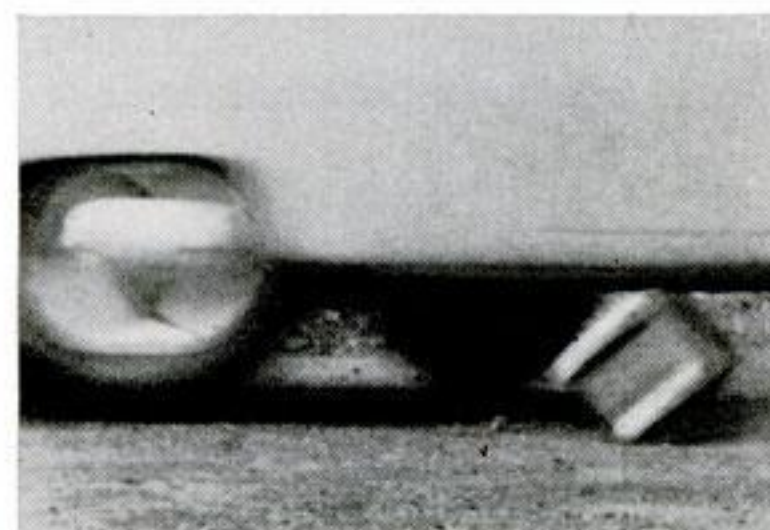
MORE  
MEN SMOKE  
**P. A.**  
THAN ANY  
OTHER  
SMOKING  
TOBACCO



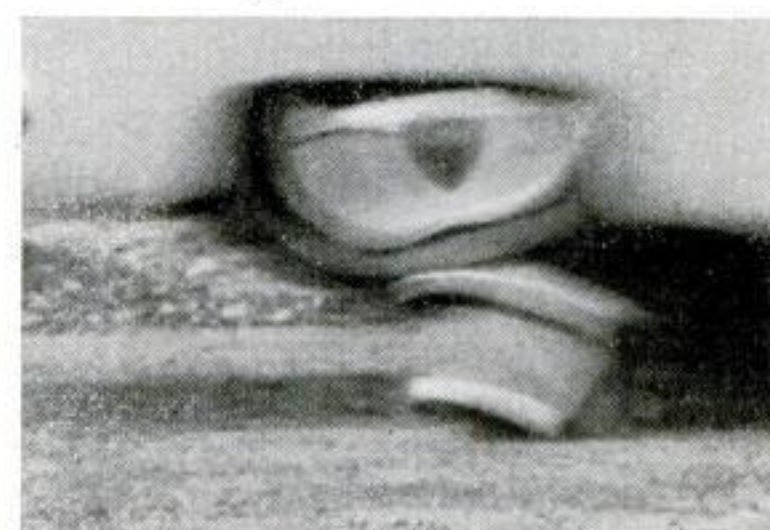
R. J. Reynolds Tob. Co.,  
Winston-Salem, N. C.



## LEE TIRES



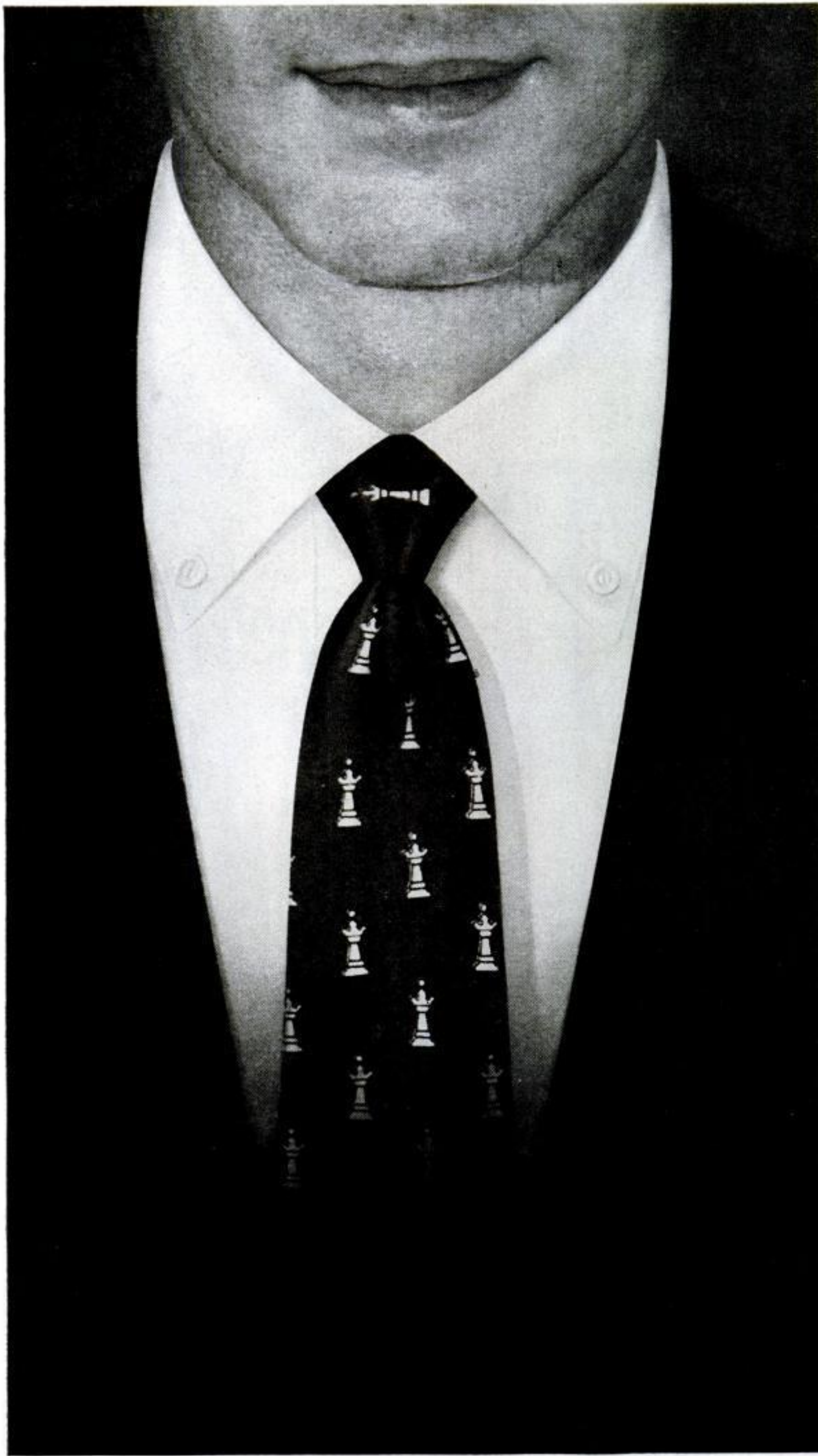
## are guaranteed



## to take it

See ad on page 12





**A new** and increasingly popular shirt is the Arrow Sussex button-down. With a wider flair to the collar than the conventional button-down, here is an Arrow beautifully tailored of fine "Sanforized" fabrics that won't shrink over 1%. French or button cuffs, \$4.50 up. The all-silk Arrow tie shown is \$2.50.

Cluett, Peabody & Co., Inc.

**ARROW<sup>®</sup>**  
 WHITE SHIRTS

## NEWSFRONTS CONTINUED



EL GLAUI, THE NEW SULTAN AND EL KITTANI RECEIVE HOMAGE

### New sultan for Morocco

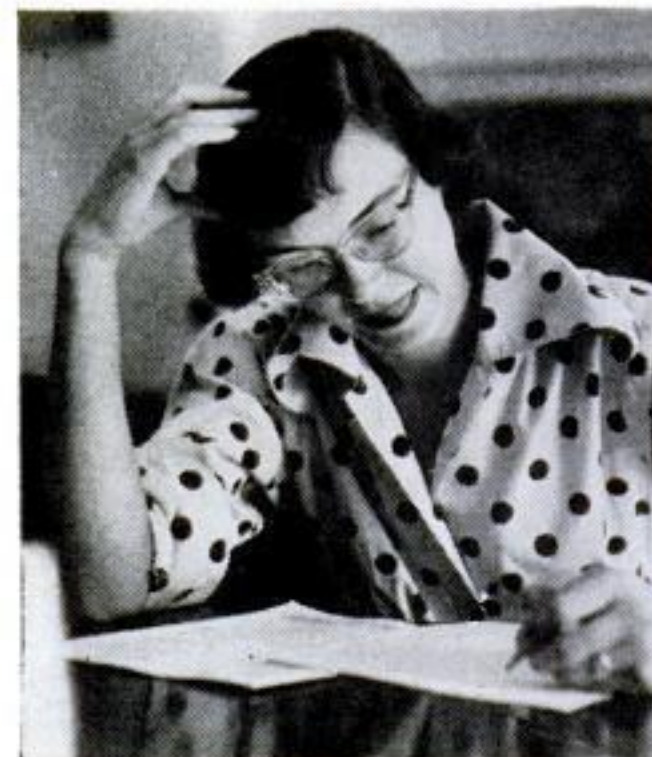
While banners fluttered and music filled the air, Sidi Moulay Mohammed ben Arafa was proclaimed the new sultan of Morocco in an open-air ceremony at the imperial palace. He thus succeeded to both the religious and civil power left by the former sultan, Sidi Ben Youssef, who last week was banished to Corsica by the French Resident General. The change followed two weeks of unrest in which at least 29 people died, was engineered by the pro-French Berber leader el Glaoui, pasha of Marrakech, who was supported by religious leaders like el Kittani (*above*). Several Arab countries protested that the French were meddling unlawfully in Morocco; and the U.S. State Department said that it feared the Moroccan affair might raise serious problems in American relations with France and the Arab states.

General Carlos Romulo, the former president of the U.N. General Assembly, pulled out of the bitter three-cornered Philippine presidential race with election time three months away. Romulo will now support Ramon Magsaysay, the man who won fame by clamping down on Huk terrorists (*LIFE* April 20), in a coalition to oust incumbent President Elpidio Quirino and "cleanse the government at all levels."

### Nehru and Ali agree

After six years of bitter squabbling about the Himalayan state of Kashmir, Pakistan and India last week agreed on the machinery for a plebiscite by which Kashmir's people will choose which nation they want to belong to. The agreement was made in New Delhi, where Pakistan's Prime Minister Mohammed Ali was visiting India's Nehru. Last week's agreement, said Mohammed Ali, will "melt the ice that has frozen relations" between Moslem Pakistan and Hindu India.

*Forced by the economy drives to chop 400 people off his Foreign Operations Administration payroll of 1,700, Harold Stassen announced that the whole staff would have to take a 90-minute aptitude test to help decide who gets the ax. The C.I.O. and the A.F. of L. tried without success to talk Stassen out of giving the test, calling it "morally wrong and legally debatable." Examinees were more puzzled than indignant. "That hog-corn ratio question—I don't know whether you buy or sell hogs when the ratio is up," said one girl (below) after taking the quiz. "I've called the head of the Food and Agricultural Organization and the head of the Technical Cooperation Administration. They each gave me the opposite answers."*



STAFFER TAKES THE QUIZ



STASSEN TAKES TEST TOO





ADVERTISEMENT: copyrighted by Sacony

**MADAME NOVOTNA**, emerging from Metropolitan Opera House after a morning rehearsal, wears the Sacony \$19.95 basic Waistbander with narrow built-in cinch. Daughter Jarmila, Jr. wears contrasting-yoke Waistbander with high-rising elasticized cinch. This is \$25.

## WARBLERS AND WAISTBANDERS

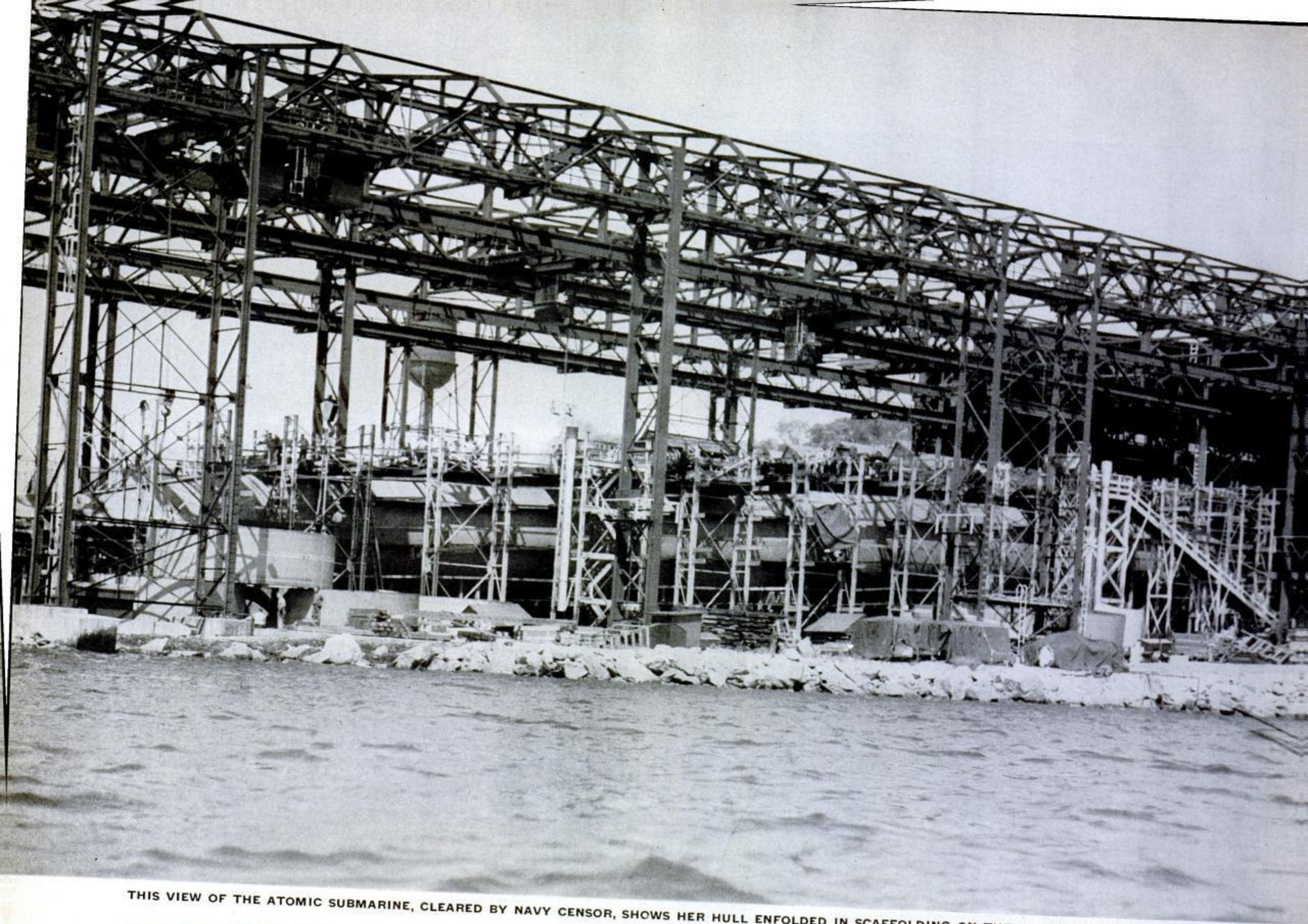
Opera Star Jarmila Novotna and daughter wear fall versions of famous Sacony Dress

Once a woman has found a dress that really suits her life and looks, that's the dress she wears incessantly. And when she is finally forced to retire it, she starts right out in search of a duplicate to take its place. To the great joy of the many women (including the talented Novotnas) who feel this way about their Waistbanders, Sacony has produced a Fall collection of these famous dresses. These newest versions are made in a worsted-textured jersey that is pleasant to wear, won't stretch or shrink in cleaning, can be worn indefinitely without wrinkling. And like all Waistbanders, they have the built-in elasticized cinch that eliminates waistline alterations. Waistbanders come in misses or scaled-down petite sizes. For store names, write Sacony, College Point, Long Island, New York.

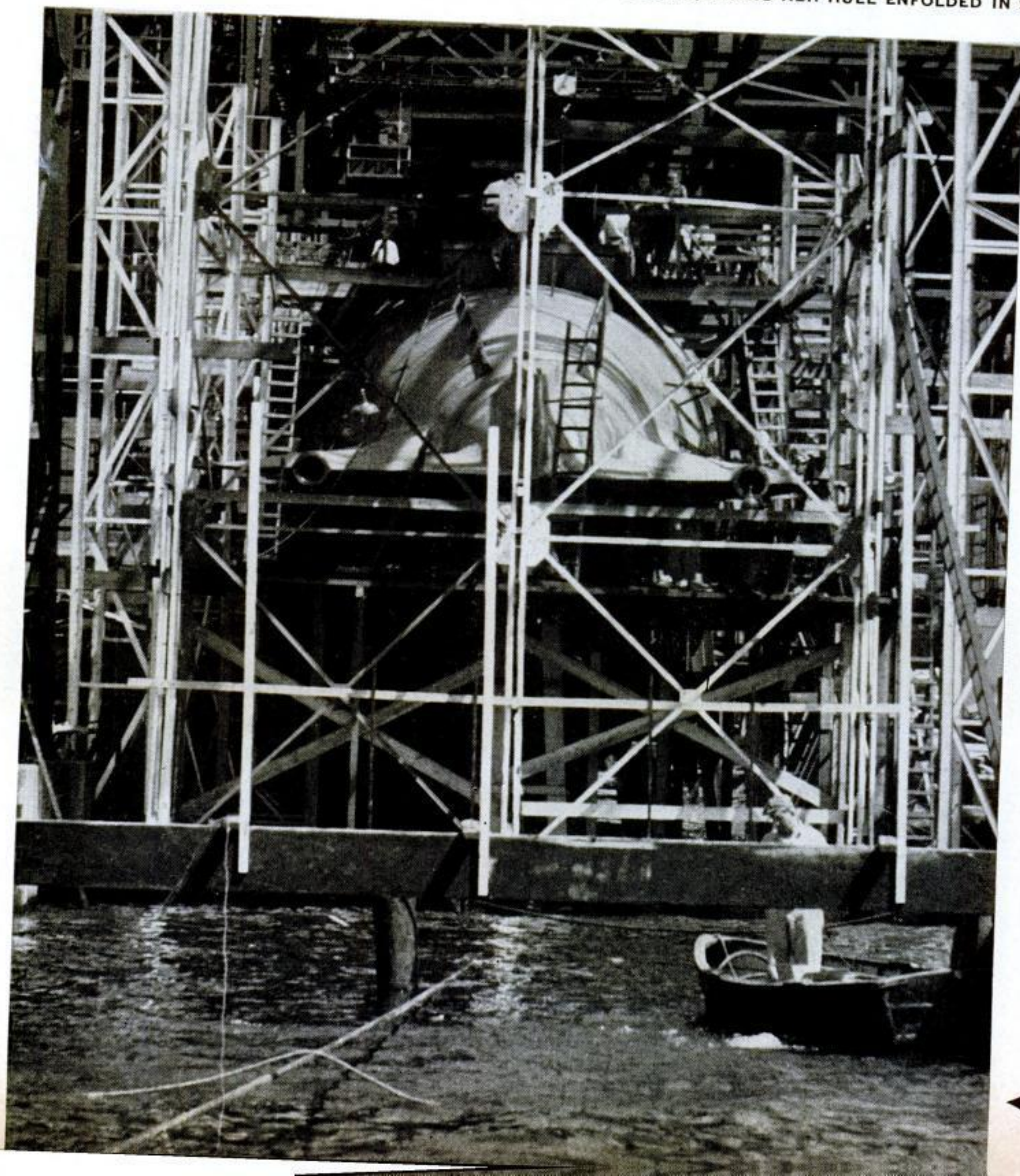


**21-YEAR-OLD Jarmila, Jr.** takes voice and dramatic lessons, hopes to follow in famous mother's footsteps. Dress she is wearing is \$22.95 Sacony Waistbander with poetic sweep of collar, elasticized midriff.





THIS VIEW OF THE ATOMIC SUBMARINE, CLEARED BY NAVY CENSOR, SHOWS HER HULL ENFOLDED IN SCAFFOLDING ON THE THAMES RIVER IN CONNECTICUT



## FIRST PICTURES OF ATOMIC SUB

'Nautilus' is nearing completion

The cigarlike shape emerging above on the Groton, Conn. ways of the General Dynamics Corporation's Electric Boat Division is history's first atomic-powered weapon of war—SSN-571 (Submarine, Nuclear, Hull number 571), the U.S.S. *Nautilus*. When launched, the *Nautilus*, with her four-foot atomic reactor feeding heat to her steam engine, will be the world's first ship able to stay under the water indefinitely. She will be the fastest sub ever built, 25 knots submerged; the deepest-diving, more than 100 fathoms; the biggest U.S. sub, 3,000 tons and so roomy that construction headquarters are now set up inside her. She will have a blunt prow for faster underwater traveling. Another unblueprinted feature of SSN-571: the initials H.S.T. scrawled into the hull by former President Truman who, when he dedicated her last year, also paid tribute to her enormous significance for war and for peace as the world's first atomic "working power plant . . . the forerunner of atomic-powered merchant ships and airplanes, atomic power plants producing electricity for our factories, farms and homes."

← STERN VIEW SHOWS HOLES FOR TWIN SCREWS



# Leading the parade in back-to-school safety-- **AMF ROADMASTER!**

School days are here again, and that's a time when parents like to feel that their youngsters are riding the safest possible bikes. And when it comes to safety—AMF Roadmaster Bicycles lead the parade, thanks to AMF engineering and Roadmaster experience.

Here you see the AMF Roadmaster Luxury Liner—America's finer fully-equipped bike—with all its famous features and exclusive extras.

And for the smaller fry, here's the AMF Roadmaster 20" De Luxe with most of the features of big brother's bike! SAF-T-RIDER attachment keeps him balanced while he's learning.

See the full line of exciting AMF Roadmasters today. At your AMF Roadmaster Dealer's and fine stores everywhere.



Roadometer automatically measures and records the miles you ride from 1/10 mile up to 10,000 miles.

## **AMF ROADMASTER LUXURY LINER** ...America's finer fully-equipped bike!

**SAFER, STRONGER** electronically-welded frame.  
**MORE PROTECTION** with safety bumper bars (front and rear).

**SMOOTHER RIDE** with shockmaster coil-spring fork.  
**BETTER VISIBILITY** at night with searchbeam headlight.

**ELECTRIC HORN** right in the tank.

**MEASURES THE MILES** with exclusive Roadmaster Roadometer.

**AMF ROADMASTER 20" DE LUXE**—young America's safe-riding favorite! **SAF-T-RIDER** attachment (optional) • real headlight • streamlined rocket tank • rear reflector • chain guard • wide-base chrome rims • coaster brake



**FREE FUN FOR BOYS AND GIRLS!** Get your AMF Roadmaster booklet "Let's Go On A Bike Hike." Helpful hints on map-reading, exciting bike hike ideas and games. Write AMF Roadmaster, Dept. L-53-8, West 117th St. & Berea Road, Cleveland 7, Ohio.

**amf products**  
ARE BETTER...by design  
AMERICAN MACHINE & FOUNDRY COMPANY







RED BARBER, Sports Ed. CBS-  
Radio Football Round Up

# Presenting Red Barber's Football Forecast

## McGregor Sportswear



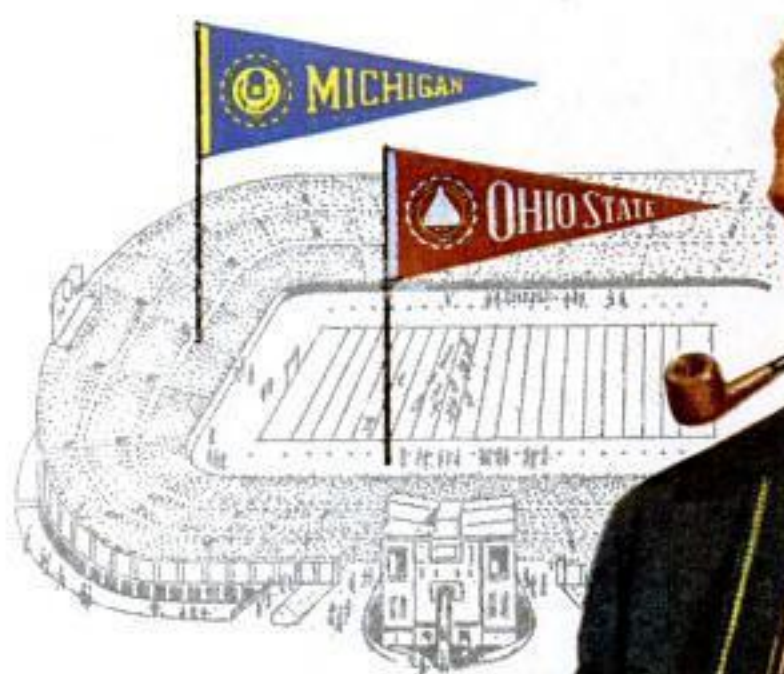
Memorial Stad., Birmingham — Alabama-Georgia Tech. Vital game in the Southeastern Conference...it will be rugged all the way!

**Bold check reversible jackets are big news**—and McGregor's District Visa Versa Jacket of sheen gabardine reverses completely to a bold district check—19.95. Matching washable District Check Sportshirt—8.95. Pure worsted Eden Houndstooth Slacks—19.95. Kid brother is in a Prep Guard Visa Versa Jacket...like big brother—13.95. Matching shirt. Guard LS—4.95.



Cotton Bowl, Dallas—Texas-Oklahoma. Big 7 leader and dominant team in SW Conference tear up the pea patches.

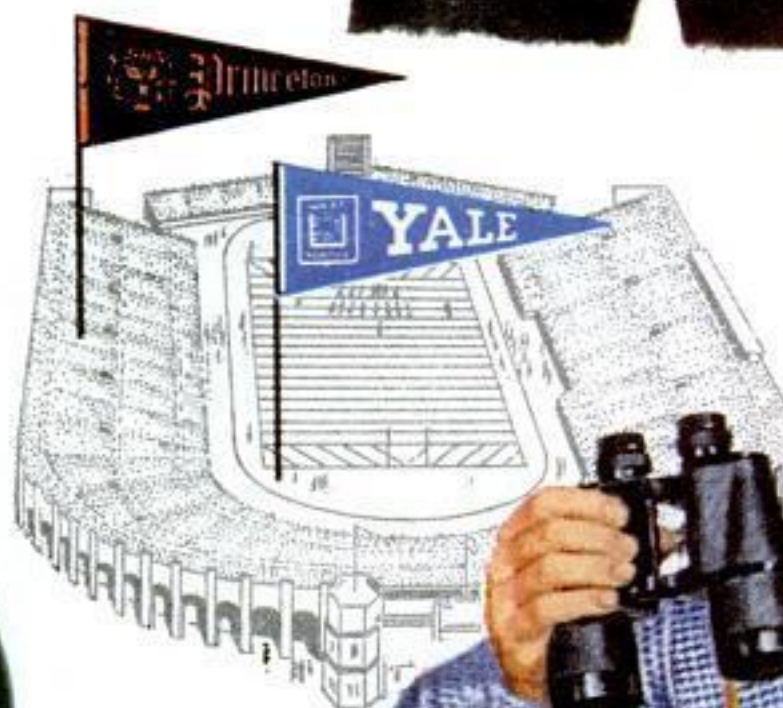
**Fingertip outer coats with zip-out leather linings.** Camel Liner Fingertip Coat in new Grey and Cashmere Tan Wool with genuine zip-out leather lining—45.00. Washable wool blend, William Tell Sandown shirt with the new Intarsia look—11.95. Cashbon sweater, 25% Cashmere, 75% Australian wool. SL—8.95; Pull-over—11.95. 100% worsted Fashion Flannel Hugger Slacks—23.95.



Michigan Stadium, Ann Arbor—Michigan-Ohio State. Big Ten title often awaits results of this ancient and bitter game.

**Winter-warm Tweed Tri-Threat Jacket.** Zip out the Tweed cardigan! So unusual it's patented.\* Of sheen gabardine with nylon added, it's crease-and-water resistant. Wear it with the lining—or simply wear the lining as a cardigan. Tweed Tri-Threat Jacket—29.95. Harmony River Sportshirt is washable woolblend—8.95. Sheenglo slacks are 100% worsted gabardine—22.95.

\*Pat. No. 2441122



Palmer Stadium, Princeton—Princeton-Yale. Tradition and fine football as always when Tiger meets Bulldog!

**Patterns come to science fibre jackets.** Warmer, lighter, better-looking than ever. McGregor presents a new jacket—Warm As Toast—that's unusually warm. Nylon and Orlon—Nylon fleece-lined!—25.00. Warm As Toast Sportshirt, Orlon and wool—10.00. Warm As Toast sleeveless sweater—100% Orlon; heathers, washable—7.95. Da Vinci Slacks, Dacron and wool—22.95.



And these two big sectional games will be tops, too:

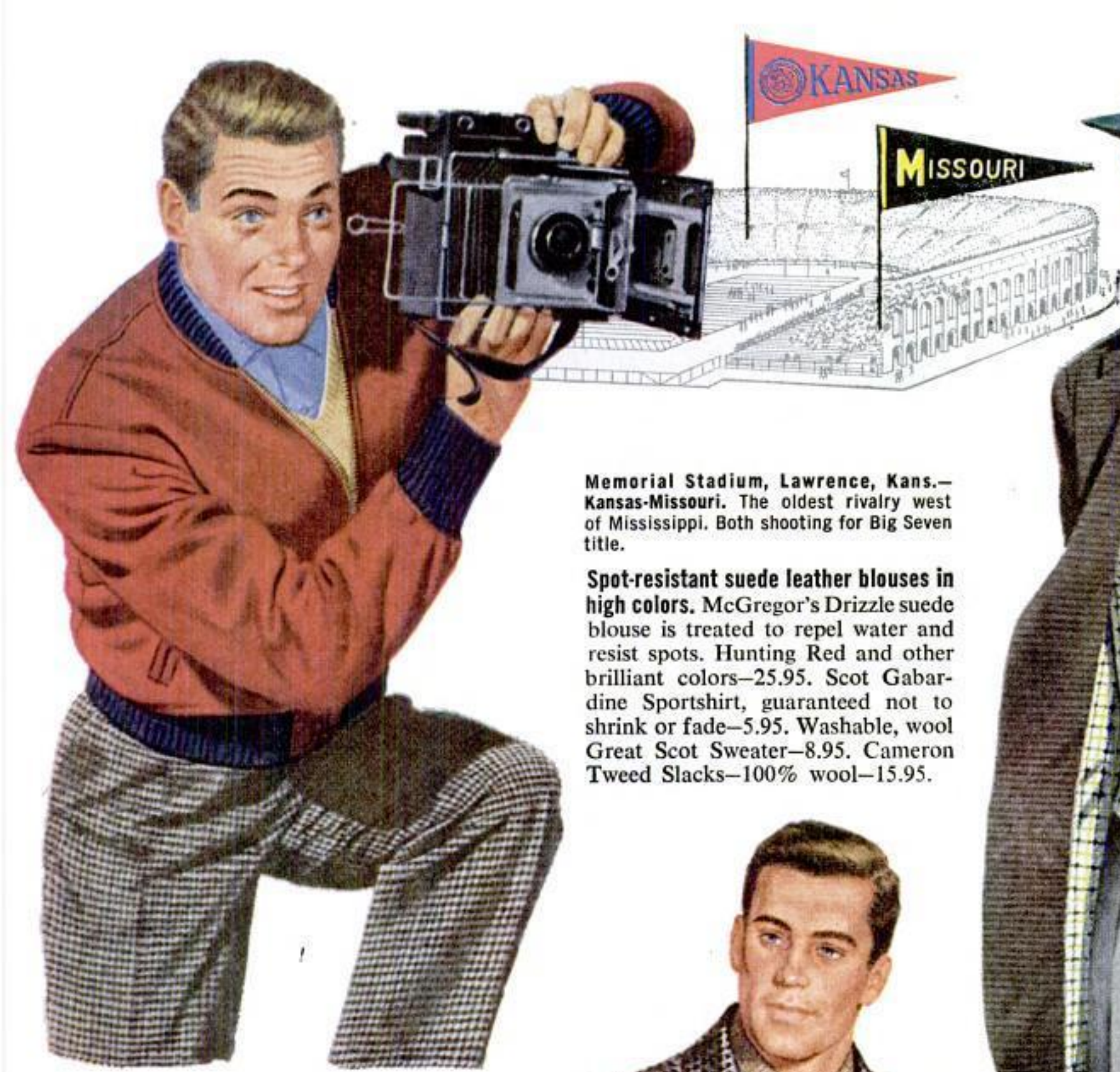
Shields-Watkins Field, Knoxville, Tenn.—Tennessee-Duke.

Municipal Stadium, Philadelphia—Army-Navy.



of the season... and the

# Forecast for Back-to-Campus



Memorial Stadium, Lawrence, Kans.—Kansas-Missouri. The oldest rivalry west of Mississippi. Both shooting for Big Seven title.

Spot-resistant suede leather blouses in high colors. McGregor's Drizzle suede blouse is treated to repel water and resist spots. Hunting Red and other brilliant colors—25.95. Scot Gabardine Sportshirt, guaranteed not to shrink or fade—5.95. Washable, wool Great Scot Sweater—8.95. Cameron Tweed Slacks—100% wool—15.95.



Stanford Stadium, Stanford—Stanford-California. Always THE Big Game on West Coast. Pivotal for Rose Bowl choice.

Tattersall vests match Grosgrain corduroy coat linings. McGregor's Tattersall Coat is exclusive Grosgrain corduroy, horizontal-ribbed—and Tattersall-lined! 2 buttons, center vent—25.00. Tattersall vest matches lining—8.95. Grosgrain shirt is lightweight corduroy, washable—8.95. Scotcord Corduroy Slacks—9.95.



Franklin Field, Philadelphia—Pennsylvania-Cornell. Always a Thanksgiving Day classic, often the underdog's feast!

Fabric interest is new in Outerjackets. This fingertip jacket is made of checked Dynel, lined with warm Jen-Cel-Lite, best of all air-cell insulation. McGregor's Trafalgar Jacket—25.95. Brookella Sportshirt, washable—7.95. St. Moritz pull-over. Brilliantly Jacquarded technique inspired by Swiss handknits—10.95. Fore-gab 2-ply worsted Slacks—19.95.



Coliseum, Los Angeles—Southern California-Notre Dame. Top intersectional battle, begun in the Rockne-Jones era. Both great teams always ready for each other.

Wild, rugged Tweeds in bold colors—the big pattern story. McGregor's Limerick Tweed Sportcoat is example of this trend. In Cashmere Tan and Tibet Brown—39.95. Worn with McGregor's Candle-Glo Sportshirt—8.95. Saville Suede Vest 16.95. The Hugger Slacks are of imported Balmoral Flannel—19.95. Irish Ulster of Imported Wild Irish Tweed—75.00.

# McGREGOR\*

*Sportswear* made in U.S.A.

ALSO AVAILABLE IN BOYS' SIZES AT BETTER STORES

EVERYWHERE—OR WRITE MCGREGOR SPORTSWEAR, DAVID D. DONIGER & CO., INC., 303 FIFTH AVENUE, NEW YORK 16, N. Y.

\*TRADEMARK. MADE IN U. S. A.





**FLOWERY COURTYARD** of Seventh Century convent of San Damiano is scene for procession of soldiers and townspeople commemorating legendary

saving of Assisi from Saracens by St. Clare in 1241. From decorated window at left, according to tradition, St. Clare showed the Holy Eucharist to the infidels.



# ASSISI'S SECOND SAINT

Pilgrims honor Franciscan nun  
who stood off Saracen invasion

To the little Italian hill town of Assisi, where St. Francis preached a life of joyful renunciation seven centuries ago, pilgrims came early this month from all over the world to pay homage to another extraordinary saint who was a native of the same town.

She was Chiara (in English, Clare) Scifi, a blond, blue-eyed girl who one night in the year 1212 slipped away from her family's palace and ran across the fields to keep a religious rendezvous with Francis and his followers. Clare had heard Francis preach not long before, and she had been so impressed with his passionate sanctity that she decided to renounce her life as a noblewoman and dedicate herself to God. In a candlelit ceremony Francis trimmed

Clare's long hair, clothed her in a rough brown mantle and received her as the first Franciscan sister.

Clare then took vows of absolute poverty and with a group of other Assisan women established a convent and later an order of Franciscan nuns, named the Poor Clares. Francis came continually to consult her, and she advised him to concentrate his care on the poor and on animals. As a sister, she pioneered in charity for the sick. She was canonized two years after her death and her fame was carried by members of her order throughout Christendom. But Assisi has always remembered her best for having, as tradition tells, put to flight bands of marauding Saracens by holding up the Eucharist before them.

**CONVENT**, where Clare lived for 40 years, is scene of service led by cardinal (with skullcap) and attended, as pilgrim, by U.S. Ambassador Clare Luce.

**BASILICA**, built on the ground where St. Clare first heard sermon by St. Francis, attracts immense crowd of worshipers as religious procession begins.







**MANTLE** which St. Clare wore, mounted here in a glass case, leaves basilica to be displayed to crowd.



**CRUCIFIX**, shaded by a tapestry, is carried by members of youth organization of Franciscan order.



**RELIQUARY** containing fragment of bone from St. Clare's body is carried by friar at head of procession which wound through the narrow streets of Assisi.



**KNEELING** in prayer, an old woman watches as students march past with lilies. They wear their hair long in imitation of Clare before she became a nun.



# Your Keepsake... forever



GENUINE REGISTERED  
**Keepsake**<sup>®</sup>  
DIAMOND RINGS



DePinna Gown by Filcol

*Wonderful things are happening to you! Wonderful dreams are coming true with this keepsake of love—your diamond engagement ring.*

Because it is endowed with such special meaning, your diamond ring should be chosen with infinite care, mindful that the finest quality diamond is your best buy. Remember, Keepsake is the *guaranteed perfect* diamond ring. In a wide range of styles from \$100 to \$10,000.

The diamond in every Keepsake engagement ring is a perfect gem, guaranteed and registered by the Keepsake Certificate signed by your jeweler and endorsed by Good Housekeeping Institute.



©Trade-mark registered.

A. STUART Ring (platinum) \$1100 to 5000. B. TREASURE Ring \$675. Wedding Ring 200. C. NEWELL Ring \$450. Wedding Ring 150. D. VISTA Ring \$300. Also 100 to 2475. Wedding Ring 12.50. E. LAURENS Ring \$200. Wedding Ring 87.50. \*Man's Diamond Ring \$100. Available at 75 to 250 to match all engagement rings. All rings available in either natural or white gold. Prices include Federal tax. Rings enlarged to show details.

KEEPSAKE DIAMOND RINGS  
SYRACUSE 2, NEW YORK

Please send free booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler.

Name \_\_\_\_\_

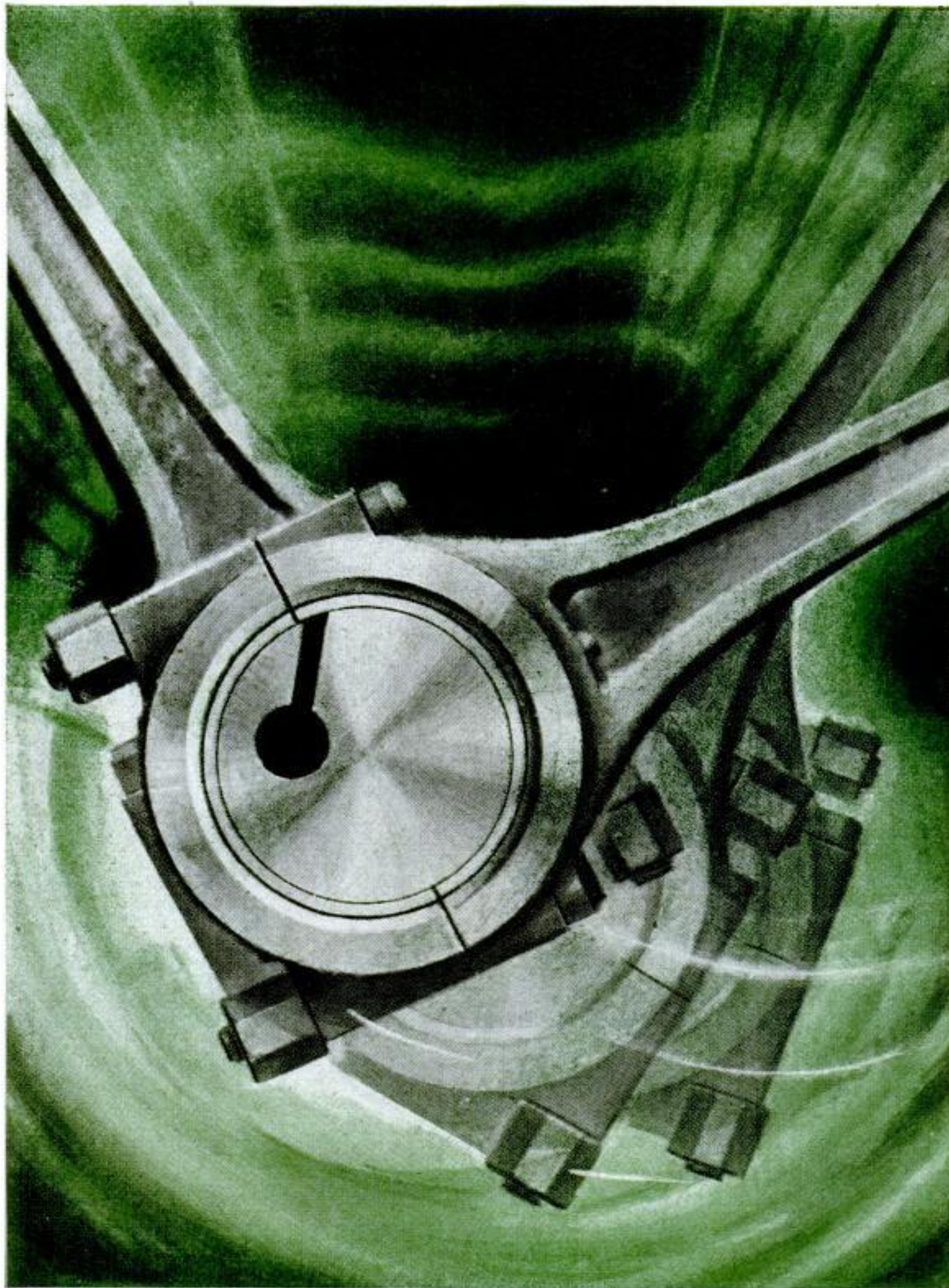
Address \_\_\_\_\_

City and State \_\_\_\_\_

A. H. Pond Co., Inc.—Syracuse • Antwerp • Amsterdam L 8-53

PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME.





Every connecting rod bearing in a typical engine . . .

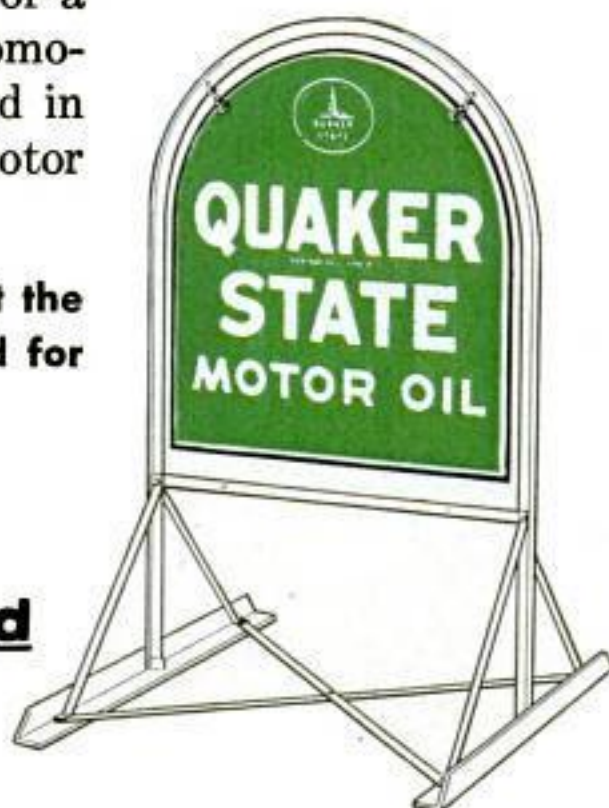
## Endures the friction of 1387 revolutions per mile

IT TAKES a fine motor oil to stand up to the pressures of today's higher-power, higher-compression engines, with their fast-moving parts. It takes oil with exceptional stability, heat resistance, and purity.

For complete, long-lasting protection, treat your car to Quaker State Motor Oil. This high quality oil is the product of a half century of specialization in automobile lubrication . . . performance tested in advanced engines. There is no finer motor oil made.

Quaker State Motor Oil is made to suit the requirements of all makes of cars, and for all types of service. Ask your dealer.

**Modern Engines Demand  
Quality Lubrication**



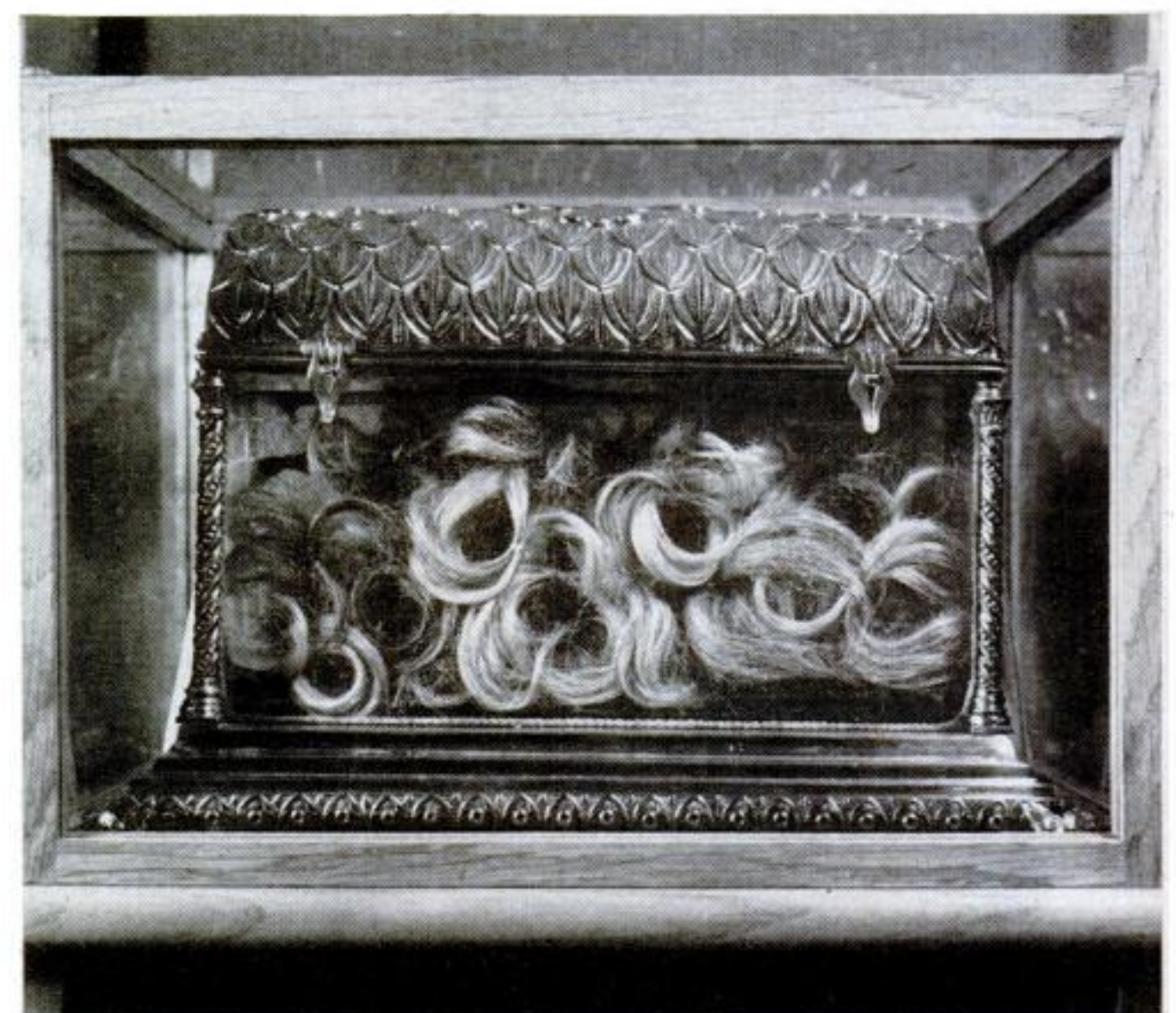
QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association

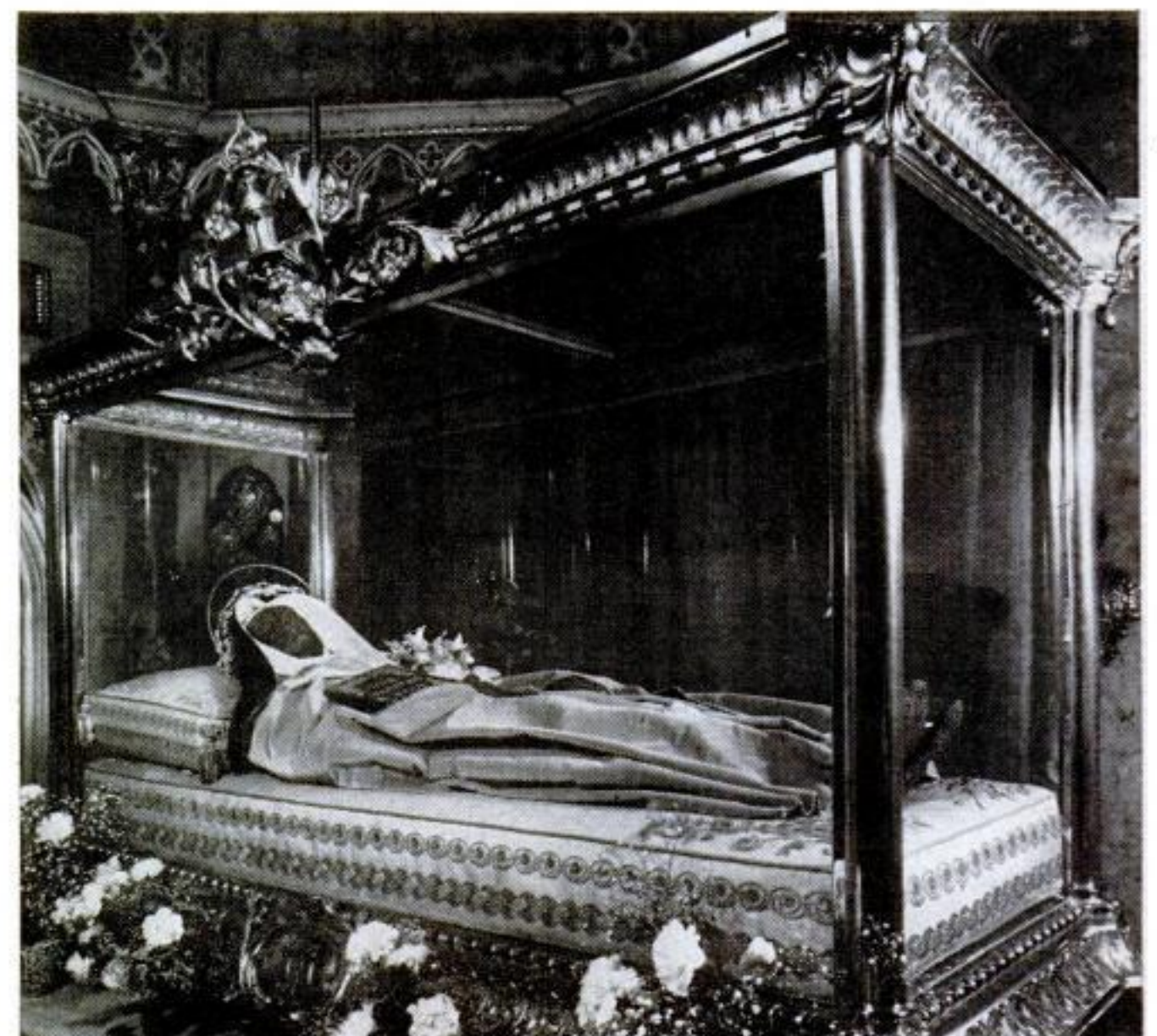
## St. Clare CONTINUED



**SAINT'S TABLE** where she ate has flowers at her place. Hot cross bun originated when cross appeared on bread she blessed.



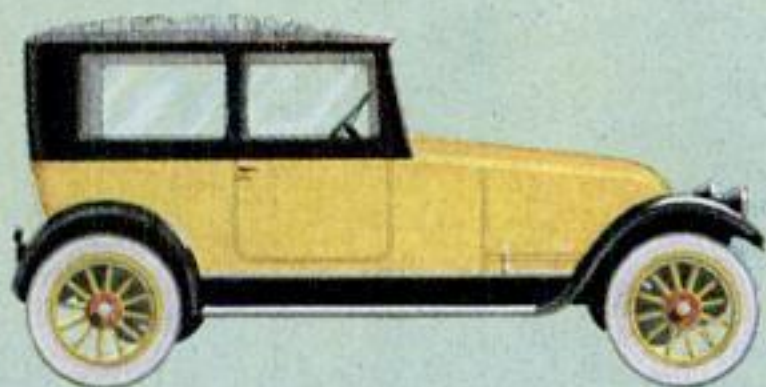
**SAINT'S HAIR**, which St. Francis trimmed on the night she became a nun, is preserved in an ornate silver and crystal case.



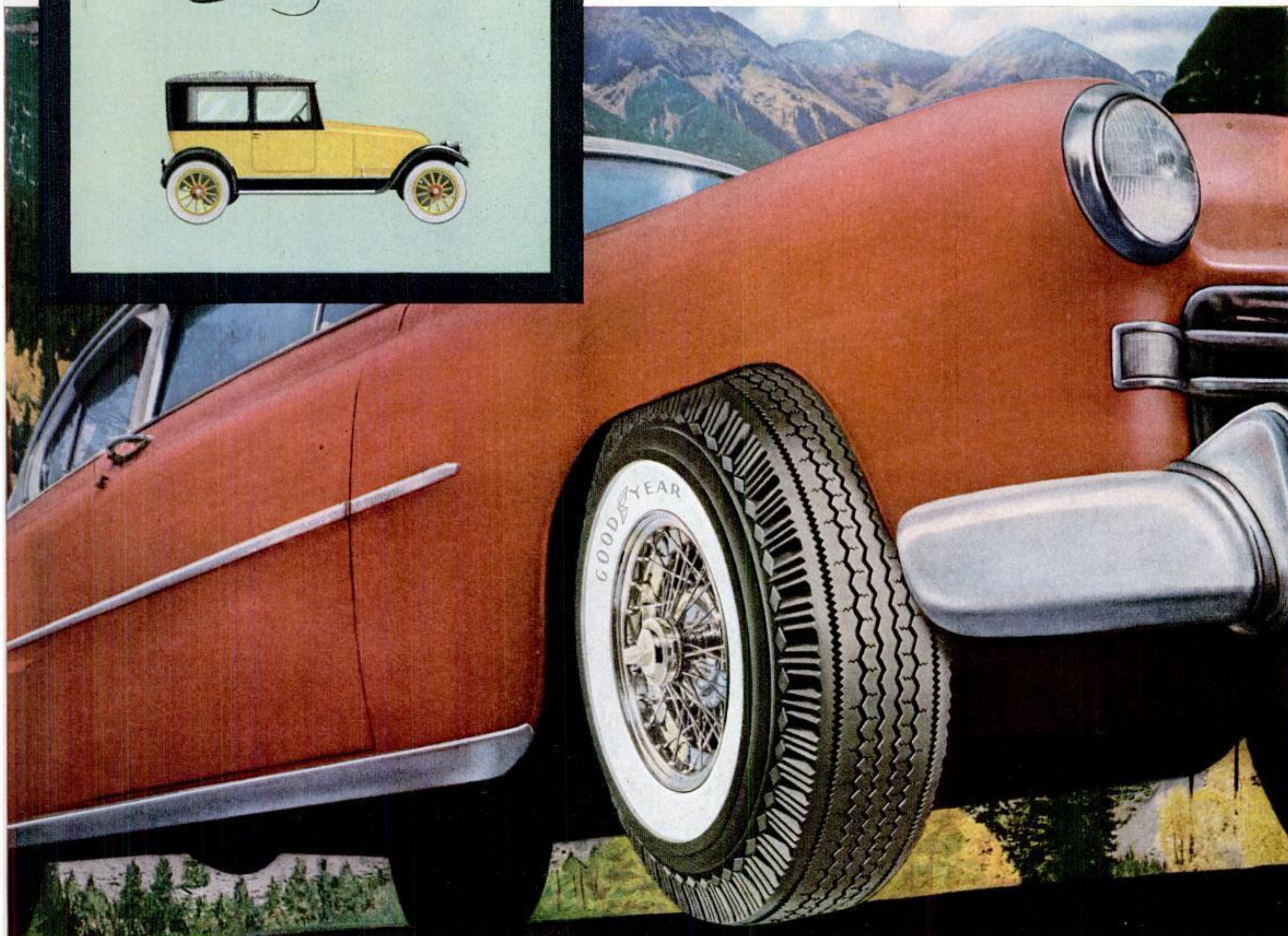
**SAINT'S REMAINS** lie in a crystal casket in an underground chapel of basilica. They proved too fragile to carry in procession.



*Museum Piece...*



....or Modern Masterpiece



**Car styles change**, and every step forward brings something new and wonderful for motorists!

**Just think** of what the automotive industry has done for your comfort and safety in the last few years . . . automatic drives, power steering, air conditioning, power brakes, higher horsepower. Such advances have revolutionized car design!

**Of course**, today's heavier, more powerful cars put an extra burden on the tires they ride on. That's why

Goodyear has to stay *way ahead* of the field . . . not only to *anticipate* today's achievements, but to be ready for the cars of *tomorrow*.

**Such looking ahead** has kept your tire costs down. It's a fact that driving a thousand miles on Goodyear tires today costs you less than half what it did in 1926!

**Is it any wonder**, then, that car *manufacturers*—who really know tires—put more Goodyear De Luxe Super-Cushions on their new cars than any other tires.

And car *owners*, too, buy more De Luxe Super-Cushions than any other low-pressure tire.

**Though car styles change**, America's preference for Goodyear hasn't changed in 38 years. Doesn't it stand to reason that Goodyear is *your* best tire buy, too? Goodyear, Akron 16, Ohio.

AMERICA NEEDS BETTER, SAFER ROADS.  
LET'S BRING THEM UP TO PAR.

More people ride on Goodyear tires than on any other kind

De Luxe *Super* *cushion* by

**GOODYEAR**

Super-Cushion T. M.—The Goodyear Tire & Rubber Company, Akron 16, Ohio.





Jarman's "VARSITY HALL" series—handsome collegiate styling for young-minded men. Rugged All-American models in rich, mellow leathers featuring "all-around" Stormwelt and Jarman's famous "friendliness of fit."

Left: No. 2160. Center: No. 2735. Right: No. 5125—Available at Jarman dealers—\$9.95 to \$16.95 most styles—JARMAN SHOE COMPANY, Nashville, Tenn., Div. of General Shoe Corp.





TV CAMERA FOCUSES ON WEST POINT CADET MANEUVERS ON THE ACADEMY'S LAKE POPOLOPEN. OFFICERS AT LEFT CLUSTER AROUND MONITORING SET

## NEW LOOK ON THE BATTLEFIELD

**Generals at the West Point maneuvers  
keep an eye on operations by television**

A startling new way to conduct military maneuvers emerged recently when West Point cadets went through theirs while the brass, in a tent a mile away, observed the operation over television. TV cameras set overlooking a lake recorded the assault on an enemy beachhead, and planes flying TV cameras watched field movements, enabling the staff of the Point to prepare critiques on the basis of what they saw on TV sets. The experiment was small-scale but successful, and officers who watched it were enthusiastic over its possible use in combat, where a commander using TV might keep tabs on his forces almost as closely as if they were beside him. "I can think of countless situations in Korea where I could have used it," said Commandant of Cadets, Brig. General John Michaelis.

**MONITORING SET** is watched by Signal Corps commentator (left) interviewing engineer major for watching, listening brass.



CONTINUED ON NEXT PAGE





**THE MOST  
FABULOUS  
DISCOVERY  
EVER MADE!**

◆ In the late summer of 1859, Colonel Edwin L. Drake eagerly watched crude oil pouring from a cast iron pipe that he had sunk 69 feet into Pennsylvania soil. The world's first oil well was in production...and today's fabulous petroleum industry had been born.

Col. Drake's well was soon joined by scores of others...and Pennsylvania oil began lubricating the wheels of our infant machine age.

Today, oil from the Pennsylvania region is still recognized as Nature's finest crude. For a smoother running engine and more trouble-free miles, wise motorists always use a brand of 100% pure Pennsylvania motor oil.

**ASK** for a brand of

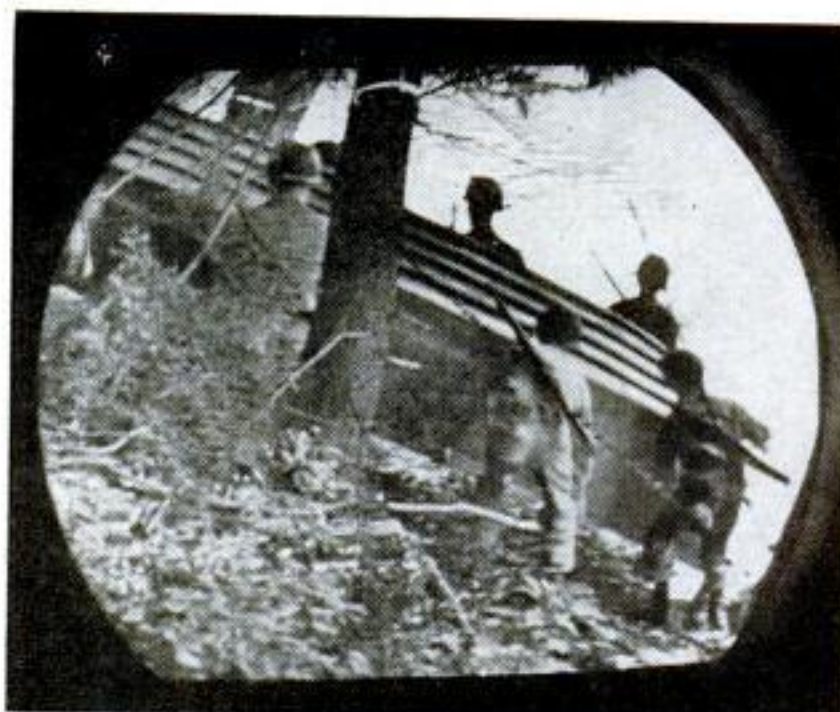
**100% Pure  
PENNSYLVANIA  
Motor Oil**

PENNSYLVANIA GRADE  
CRUDE OIL ASSOCIATION  
Oil City, Pennsylvania



## TV on the Battlefield CONTINUED

**LAUNCHING BOAT**, cadet assault forces prepare to cross long lake for an attack on the "enemy."



**CROSSING LAKE**, the details of assault forces' progress can be observed clearly in a TV close-up.



**LANDING** by cadets on enemy beachhead is seen like this by officers watching TV sets a mile away.



**IN VIEWING TENT** Col. Robert S. Palmer (left) and Brig. General John Michaelis, of West Point staff, watch the operation over television receiver.



**"YOU'RE RIGHT! THEY  
ARE HAVING SOUP  
FOR LUNCH."**

© '53 CAMPBELL SOUP COMPANY

**MAKE Edwards  
THE RULE**

for  
**Back to School**

**Famous for fit:** 50 years' experience in shoemaking is assurance that Edwards shoes give the necessary foot protection.



**Famous for wear:**

Edwards are made of the finest leathers to withstand everyday rough and tumble wear.



**BILLIE**

**Famous for style:**

Play or party shoes—you'll find just what they want at your nearest Edwards dealer.

Edwards Philadelphia 7, Pa.



**Edwards**  
*THE SHOE FOR CHILDREN*

**CONTINUED ON PAGE 50**



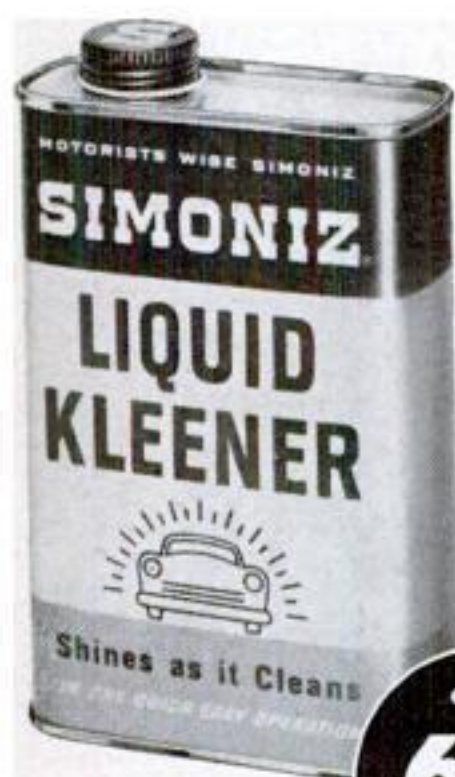
# BIG PRE-LABOR DAY CLEAN-UP SALE



Going away for the weekend, or taking the family for a holiday ride? Spruce up your car—make it look like new with these Simoniz cleaning and polishing aids!

Look for these Specials!

## SIMONIZ LIQUID KLEENER



No matter what car wax (paste or liquid) you use, it is essential to clean your car first. Simoniz Liquid Kleener gives a clean, perfect base for any car wax—makes SIMONIZING easier than ever. Safe—use as often as necessary.

only  
**69¢**  
pint



## SIMONIZ LIQUID WHITESIDE TIRE CLEANER

New, easy to use—designed especially to help keep white wall tires as white as snow. Contains no bleaches or ingredients injurious to rubber.



only  
**69¢**  
12 oz.



## SIMONIZ E-Z-2 CHROME & METAL CLEANER

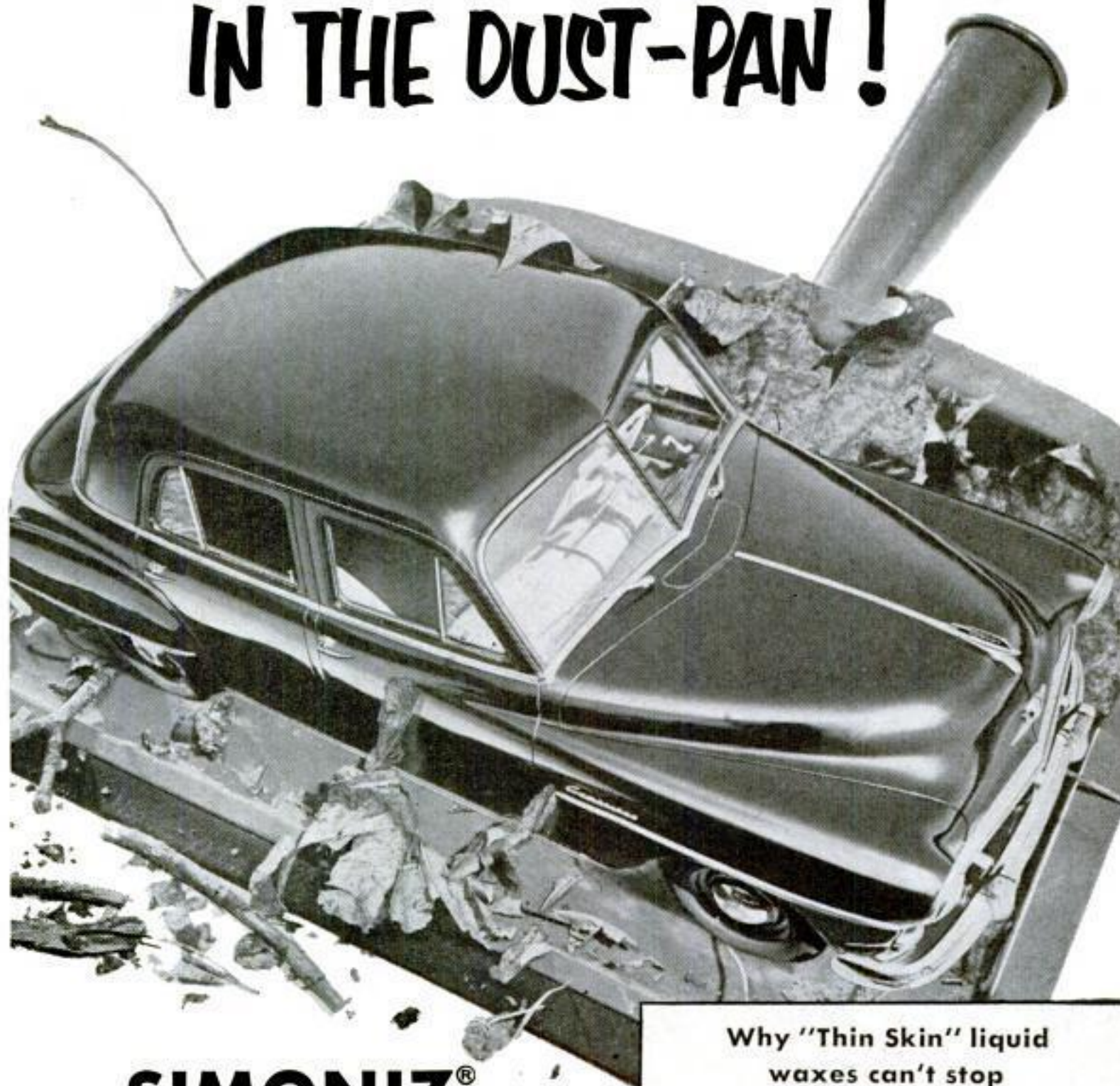


only  
**49¢**  
8 oz.

Removes discoloration, rust from chrome trim. Non-abrasive. Also restores beauty to copper, brass, other metals.

At all service stations, auto supply, grocery, variety and hardware stores.

Don't risk ROAD RAVAGE\* when  
**AUTUMN PUTS YOUR CAR  
IN THE DUST-PAN!**



## SIMONIZ®

Protects and beautifies up  
to 6 months and longer

Only SIMONIZ stops Road Ravage,  
keeps colors from fading

Only durable SIMONIZ stops Road Ravage—seals out \*dust, dirt, traffic film, road scum. This solid, deeper protection keeps colors from fading. And SIMONIZ gives a rich lustre that outshines any wax or polish! With the NEW SPEEDY METHOD developed by experts, thousands find they can now SIMONIZ their cars in less than 2 hours. So don't waste time and money on "Thin Skin" liquid car waxes. Protect and beautify your car finish all through the winter. SIMONIZ today!

Copyright 1958 by Simoniz Company

Why "Thin Skin" liquid  
waxes can't stop

## ROAD RAVAGE



In a whole container of liquid car wax there is less than a spoonful of real wax. No wonder they fail to give lasting protection and lustre! But SIMONIZ is not a liquid. Every can contains 100% tough, durable SIMONIZ. That's why it protects up to 6 months.



**75¢**



# "Here's how to shutout



perspiration  
odor!"

SAYS **Bobby Shantz**  
AMERICAN LEAGUE STAR



"Take this straight pitch from me, fans," says Philadelphia Athletics star Bobby Shantz. "There's no substitute for Mennen Spray Deodorant for Men to keep a man safe in any league."

Whether you're an active athlete or an armchair rooter, hot weather means the risk of being caught off base with perspiration odor. Play safe—spray safe, with Mennen Spray Deodorant for Men. It has all these

made-for-men qualities:

1. Checks perspiration fast!
2. Special ingredient Permatec—actually kills odors.
3. Crisp clean scent. No sweet "cover-up" perfume!
4. Dries DRY in seconds.

For a generous month's supply in a handy, travel-size spray bottle, send 15¢ in coin to Mennen, Dept. L-5, P. O. Box 30, Newark, New Jersey.

## MENNEN Spray Deodorant FOR MEN

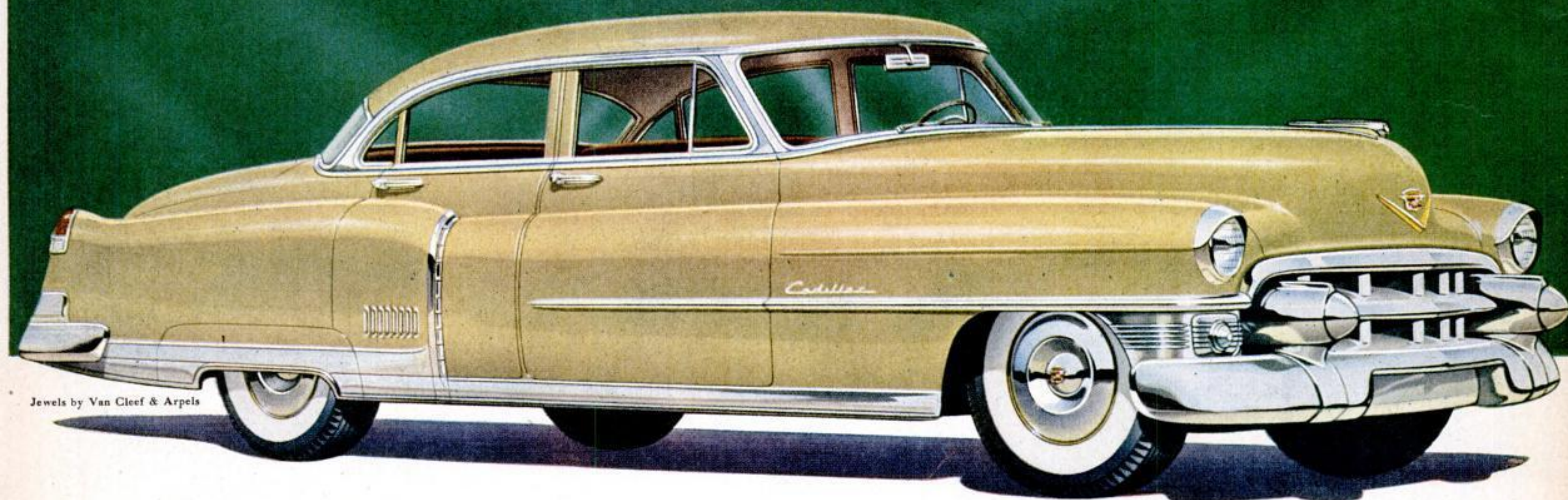
TV on the Battlefield CONTINUED



TV-EQUIPPED L-20 flies over friendly artillery to photograph it for officers in viewing tent. Previously plane followed five-mile movement of guns.



# Cadillac



Jewels by Van Cleef & Arpels

## First Love of 20,000,000 Motorists!

Surveys indicate that there are more than 20,000,000 motorists in America who would rather own a Cadillac than any other motor car built in the land. This is doubtless the greatest endorsement ever given an automobile—if not the greatest ever received by *any* manufactured

product. But we think you will agree, once you have visited our showroom, that it is an endorsement richly deserved. The 1953 Cadillac is supremely beautiful . . . its interiors are gracious and luxurious almost beyond description . . . and when it comes to performance—well, this is by

far the greatest "Standard of the World" ever built. If you are among the millions who hold Cadillac as your "first love," better stop in and see us today. One look and one ride—and we think you will agree that this is the perfect year to make your motor car dreams come true!

*YOUR CADILLAC DEALER*

Copyrighted material



# The food tastes better, the fun runs high,



All the kinfolk to greet, all those  
good things to eat . . . that's an  
honest-to-goodness old-style family reunion.

There'll be festive fussing by the ladies, stories by the men,  
pranks by the children. And at a happy family time like this,  
on a sunny summer Sunday, nothing seems quite so  
welcome as sparkling, crystal-clear 7-Up—the All-Family

Drink! Have some, *everybody*—for 7-Up is so pure,  
so good, so wholesome that folks of *all* ages may enjoy  
all they wish! *You like it . . . it likes you!*

## "Fresh up" with Seven-Up!



Get the 24-bottle pic-  
nic supply! Buy 7-Up  
by the case. Or get the  
**7-Up Family Pack** for  
one-handed carrying,  
"picnic-basket" style.  
Smooth, rounded  
edges. Easy to store.  
Buy 7-Up wherever  
you see those bright  
7-Up signs!





with Seven-Up in good supply!

Copyright 1953, The Seven-Up Company





# 1953 WINNER

*AT INDIANAPOLIS...*

**INDIANAPOLIS, MAY 30**—"Pouring it on" for lap after grueling lap, Bill Vukovich averaged 128.740 m.p.h. to win America's longest, toughest auto race. Mobiloil protection paid off in top engine performance.

On the speedway or on the highway—this super detergent motor oil drastically reduces engine wear . . . improves fuel and oil economy. Insist on Mobiloil—the world's largest seller!

**PROTECTED  
BY  
THE SUPER  
DETERGENT  
OIL**

★  
**THE OIL THAT  
DRASTICALLY  
REDUCES  
ENGINE WEAR**

★  
**THE OIL THAT  
SAVES OIL**

★  
**THE WORLD'S  
LARGEST  
SELLER**



Mobiloil—Under API Classification, recommended "For Services ML, MM, MS, DG."

# Mobiloil

Ask for it at Service Stations, Car Dealers and Garages!

SOCONY VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

**FOR 50 YEARS—THE GREATEST NAME IN MOTOR OIL**





# ONCE THERE WAS A BOY...

... named Brewster ("Brucie") Weil (right) who, when only 18 months old, squeaked out the song *Hey Ba-Ba Re-Bop*. This set his parents thinking: Why shouldn't Brucie's voice be his fortune? Four and a half years later the time seemed ripe. More child performers were making more money than at any time since the days of young Judy Garland, Bobby Breen and Baby Rose Marie. Using implausible names like Baby Pam, Molly Bee, Gayla Peevey, and Texas Sunshine Ruby, they were lisping and bleating songs like *I Saw Mommy Kissing Santa Claus*, or *Too Old for Toys*, *Too Young for Boys*, or *Too Young to Tango*. Brucie's father called two songwriters, Tony Burrello (below, rear) and Tom Murray (foreground), who had created a firm called Horrible Records which specialized in burlesquing noisy popular hits.



'WE PUT IN GOD PLUS A KID,  
SO HOW COULD WE GO WRONG?'...

... said Murray, who added these sentiments:

*God bless the postman who brings the mail  
And bless the cowboys out on the trail ...  
Bless every space man on my TV set  
And bless our servicemen, please don't forget.  
... Bless the circus acrobats and never let them fall.  
... God bless the folks I love, God bless us all.\**

... And so, Mr. Weil had Brucie, now a ripe 6, record *God Bless Us All*. Brucie's parents got him a press agent ("We'll make a million bucks on this kid!" he shouted), a record distributor, a lawyer and tax adviser. M.C.A. signed him and the scramble was on.

\* © 1953 BY BREWSTER MUSIC PUBLISHING, INC., NEW YORK, N.Y.



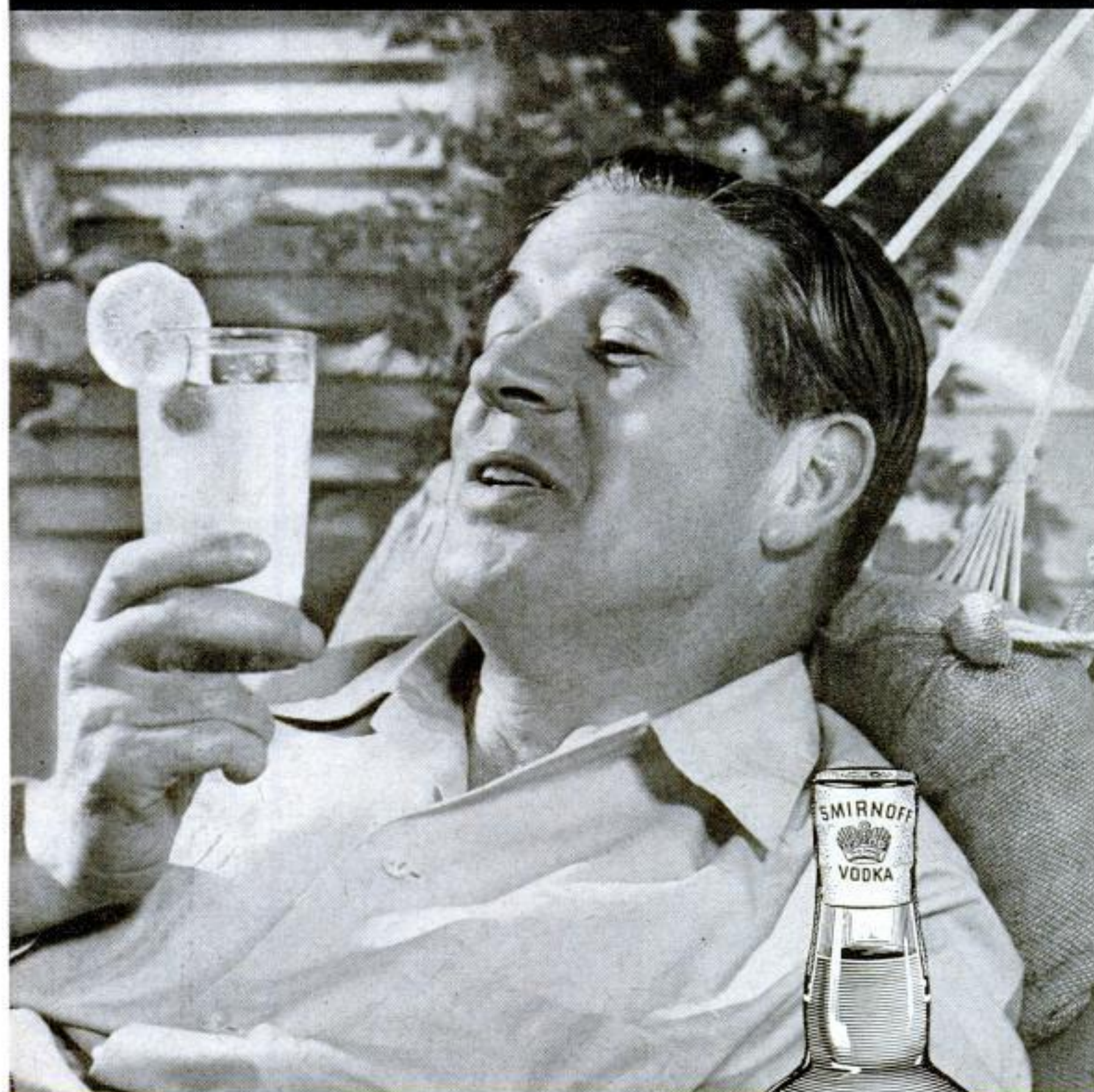
... AS BRUCIE SANG HIS SONG  
TO HIS PARENTS AT BEDTIME ...

... the record companies went wild racing to beat each other with their own versions of the tune. Brucie made personal appearances on 10 disk jockey shows in 10 days, had his hair cut by Perry Como's barber, ate in the St. Moritz Hotel's Cafe de la Paix (left). He asked that his 60¢ a week allowance be raised ("I want 1/2¢ a record"). Then he was hired to sing *God Bless Us All* on Ed Sullivan's *Toast of the Town* on CBS-TV. Suddenly, the date was canceled. It turned out that Columbia Records, sister organization of CBS, insisted on its 14-year-old child star, Jimmy Boyd, appearing instead.



# VoDka Collins!

*Smoother · More refreshing!*

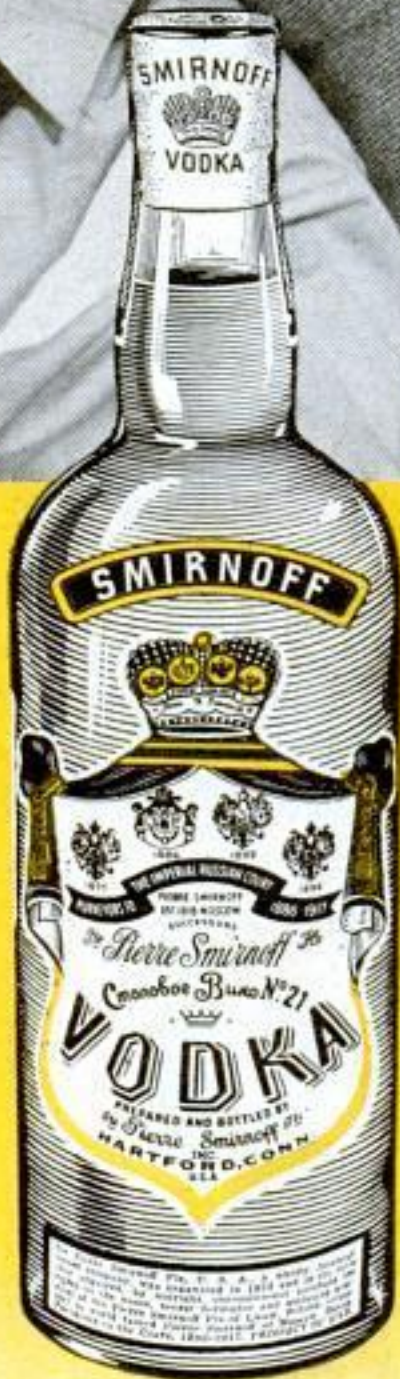


## It leaves you breathless

A Collins made with Smirnoff Vodka is, perhaps, the most delicious of all summer drinks.

Because Smirnoff lets you taste the other ingredients — brings out flavors you never knew were there!

Be sure you use smooth, dry SMIRNOFF—the medal-winning vodka of connoisseurs and kings since 1818.



# Smirnoff

*the greatest name in* **VODKA**

80 or 100 Proof · Made from 100% Grain Neutral Spirits · Ste. Pierre Smirnoff Fls., Inc., Hartford, Conn.

## 'God Bless Us All' CONTINUED



## BUT BRUCIE AND JIMMY BOYD MADE FRIENDS ON TV . . .

. . . after Brucie's father had threatened to sue. Each sang his version of *God Bless Us All* and then had a real friendly laugh together when Emcee Ed Sullivan stuck a coin dispenser on Jimmy's forehead.



## MEANWHILE, ONE BIG RIVAL, SINGING IN FALSETTO . . .

. . . to sound like a child, recorded *God Bless Us All* for RCA-Victor. He is 235-pound George Rock, 33 (best known for his *All I Want for Christmas Is My Two Front Teeth*), a performer with Spike Jones band.



## . . . AND ONE SMALLER RIVAL, SINGING IN CHICAGO . . .

. . . made her disk for Mercury Records. Baby Pam (real name Pamela Reichle) is 8, formerly was drummer in the Rhythm Babies Trio. So far, 400,000 records of *God Bless Us All* in all versions had been sold.



"Safety-tested" by PROCTER & GAMBLE  
for little girls 2 to 12!

New!



party curl

HOME PERMANENT by **Lilt**

Prettiest curls at the party!

Lovely day after day!

Nearly twice as fast as any leading children's home permanent!



### 3 REASONS WHY PARTY CURL PLEASES EVERY LITTLE GIRL...

- 1** So much easier to *have* than any other children's home permanent. Neutralizes automatically... no pincurls.
- 2** *Prettiest Hair in the Neighborhood!* Party Curl curls have that envied natural look—are far, far, softer!
- 3** *Doesn't have to be set between shampoos!* Perfectly formed curls can be brushed into place like naturally curly hair.

### 3 REASONS WHY PARTY CURL MAKES A HIT WITH MOTHER...

- 1** So much easier to *give!* From start to finish it's nearly twice as fast as any leading children's home permanent.
- 2** A perfectly-groomed little girl! Hair is easy to comb—always has a gleaming-smooth, cared-for appearance.
- 3** *Lasts and lasts!* Party Curl keeps hair looking better day after day!

\$1.50  
(plus tax)

party  
curl

Children's Home Permanent

by **Lilt**

NEWEST AND BEST HOME PERMANENT FOR CHILDREN'S HAIR



Don't  
get  
off  
on  
the  
wrong  
track



To end right . . .

you have to start right!

So start right off looking

for the "Sanforized" label

on every cotton *before* you buy.

Then you'll be sure shrinkage is under control.

Because any cotton dress

that bears the "Sanforized" trade-mark

can never, never shrink out of fit . . .

out of style!

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



# BACK HOME TO THE ARCTIC

*A couple that fought wilderness  
now embrace it and settle down*

Harmon and Constance Helmericks, who had always wanted to live in the far north, went to Alaska after their marriage in 1941 and spent two years north of the Arctic Circle learning how to live in that inhospitable land (*LIFE*, March 24, 1947). They came to like it so much they now have a permanent home on spruce-rimmed Lake Takahula where, compared to their first abode, they live in luxury. In their plane, named *The Arctic Tern*, they have hauled equipment to the spot almost inaccessible by foot, bringing in a pressure cooker, wood burning stove and cabin heater. They even have running water, and now by air they are only 100 miles from their nearest neighbor instead of 350 by canoe as they used to be.



HELMERICKS STANDING BY THEIR OLD HOME WERE SHOWN IN "LIFE" SIX YEARS AGO

The couple spend most of their time getting food, for their main diet is game and fish which has to be hunted, then skinned or cleaned before being cooked or stored. They eat over a ton of meat and fish a year, all procured from the wilderness. Their creek and lake—the lake is so clear they can see fish 100 feet down—provide plenty of pike and trout. Although Alaska is their legal home, the Helmericks spend about six months in the U.S., where they lecture, show their movies, write books—their latest is *The Flight of the Arctic Tern* (\$4.50; Little, Brown). In the U.S., too, Mrs. Helmericks has had two daughters, the older of whom, Jeanie, has already been initiated into the adventure of Arctic life.

IN NEW HOME WHICH TOOK 2½ YEARS TO COMPLETE, HELMERICKS BASK IN AFTERGLOW OF FIRE. BEAR RUGS ADD TO COZINESS



CONTINUED  
ON NEXT PAGE

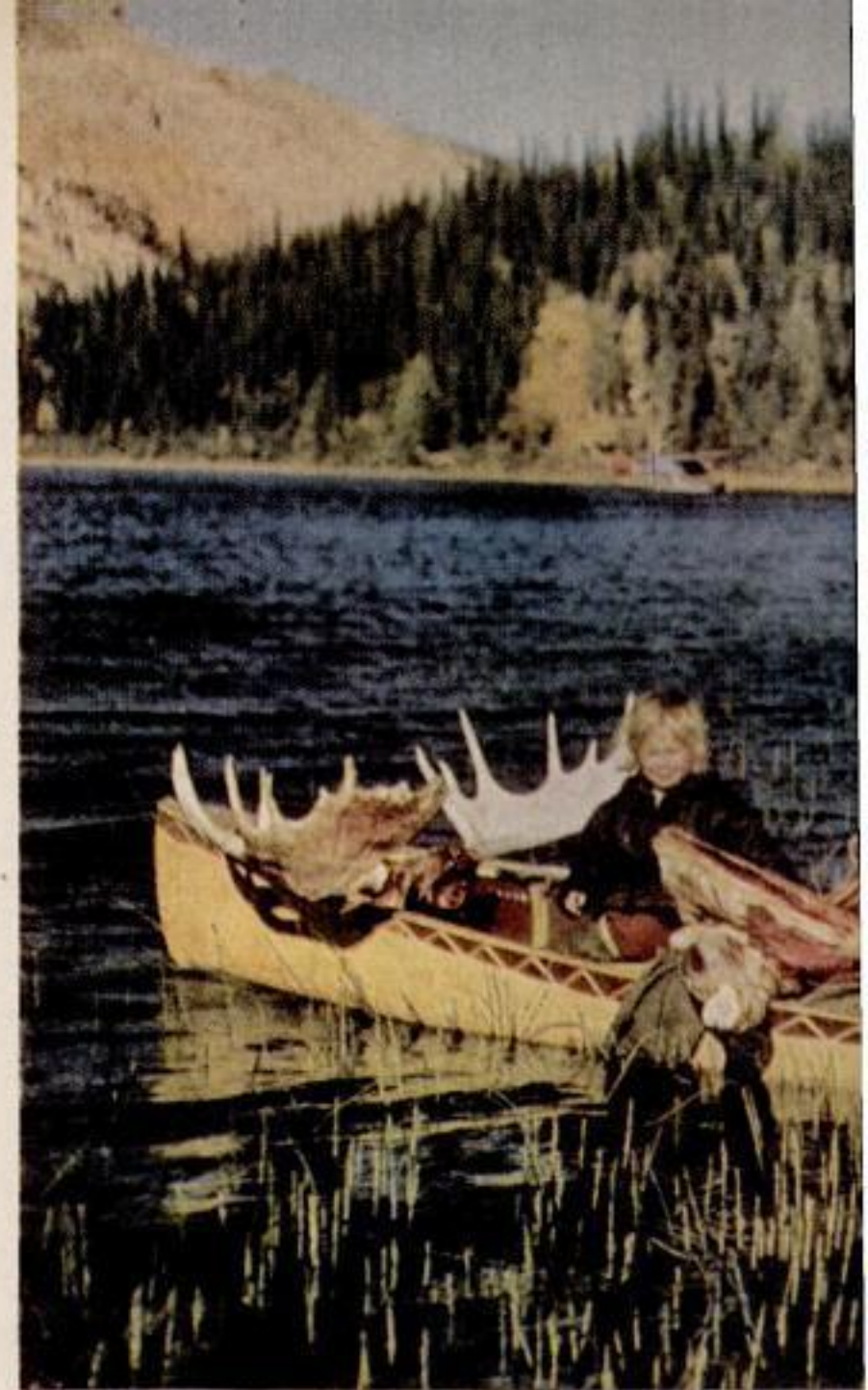




**WORKING** together on their new permanent home (*left*), the Helmericks cooperate in getting a caribou skull nailed up over their door. Flowers bloom on sod roof in summer.

**HUNTING** is not only sport but main source of food. At right Bud paddles with Jeanie to take home part of moose shot by Connie. Canoe was made by Bud from spruce.

**IDLING** across calm lake in 80° summer weather, Connie and Jeanie escape mosquitoes which swarm around shore. This picture was taken from front porch of their home.







**LICKING** mother's spoons is one of Jeanie's favorite pastimes. Above she enjoys dry flour, a taste derived from her high protein diet which makes her like plain starches.

**LICKED** is how Helmericks felt after a grizzly broke in and left shambles below. Trying to rub remnants of five pounds of tapioca off his chin, he disrupted the whole place.



CONTINUED ON NEXT PAGE





OOLAK WOODS, AN ESKIMO FRIEND, HELPS HIS DOGS PULL SLED OVER THE ARCTIC ICE



SITTING ON A DOGSLED, BUD AND OOLAK EAT LUNCH TOGETHER ON A HUNTING TRIP

## JEANIE MAKES HERSELF AT HOME

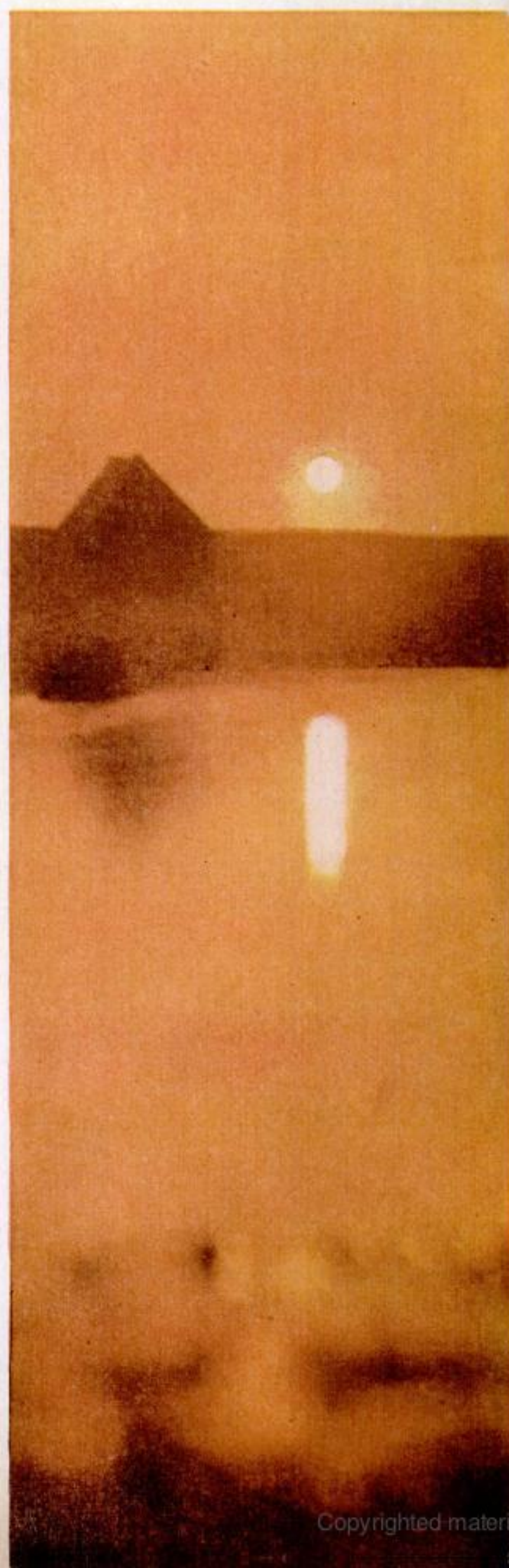
Although the Helmericks took their 2-year-old daughter to live in their new home, baby Carol Ann was left safely in her crib back in the U.S. under a grandmother's watchful care. On her first trip to the north Jeanie learned to snowshoe, became accustomed to sharply varying temperatures ranging from 40° to 80° in a day. Boiled moose nose is a delicacy at home; roasted livers of sea animals, caribou stomach marinated in seal oil and raw frozen fish eyes were featured when they camped 30

miles out on the frozen Arctic for six weeks. On this trip Jeanie watched Bud and his Eskimo friend hunt seal, fish through holes in the ice, and hunt an occasional polar bear. While they lived out on the ice, the sun never set but just rolled around the horizon. Though the Helmericks found the Arctic safe for their 2-year-old, it was only by dint of constant vigilance. She was never allowed more than a few feet from her mother for fear of bears, wolves and wolverines that constantly lurked around.



JEANIE TUMBLES down while practicing on snowshoes as Connie dumps snow water after washing diapers. Small tent is camp-out home on plane trips.

UNFROZEN ARCTIC at right provides plane mooring for a brief spell in July. Eskimo stands midway between the plane and Eskimo food storage shelter.





**MARAUDER**, an 800-pound polar bear, was shot by Bud as Connie managed Jeanie and the camera. Jeanie kneels curiously watching her father start stripping the fur.







**ARCTIC STYLES** are exhibited by Connie and Jeanie. Snowshoeing together, mother and daughter wear calico dresses over caribou furs to protect them

against spring dampness. Loose fit is dictated by need for warmth, not style. Little Jeanie shows that by end of her initiation she has mastered snowshoeing.





MICHELLE GAMBY IS ONE YOUNG LADY WHO REALLY ENJOYS HER MEALS. SMALL WONDER MRS. GAMBY USES SO MUCH RINSO!

## BEFORE AND AFTER RINSO

Cute 18-month-old Michelle Gamby likes nothing better than to sail her bib across the room and adorn herself with food in all the right places. Mrs. Gamby handles this emergency as she does all major washing problems—lots of hot water and plenty of good Rinso.

She knows that Rinso will get the dirt out of the grubbiest wash. And that's not all!

### Rinso gives you SOLIUM

Rinso is proud to offer you a wonderful ingredient called SOLIUM. What SOLIUM does is to make clothes reflect more light. That's what makes the white clothes you wash in Rinso look whiter—and the

prints look brighter—than when they were brand new! Dresses, shirts, diapers—SOLIUM works its whitening magic on them all.

Isn't it a blessing when you realize that you can safely wash almost *anything* in Rinso. Not only your cottons and linens, as you'd expect, but the new synthetic fabrics, too. Your woollens, of course, are wonderfully *safe* in Rinso. When you wash blankets and sweaters in rich Rinso soap suds, even the finest wool stays soft as new.

### You Pay About 20% Less

Finally, and you know best how important this is,

Rinso *costs* you less—you usually pay about 20 per cent less for Rinso soap than for most of the other washday products. Why? Because it now costs us less to make Rinso—and we pass this saving on to you.

Well, there we are. That's the story on today's Rinso. And remember this: Rinso is guaranteed to get your white wash whiter than new, or your money back—guaranteed by Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.







Rooms tidied, students report for eight o'clock classes!

## Today mothers are sending Pacific Contours<sup>®</sup> to college with their sons and daughters



**Students make beds 3 times faster!** Contour Sheets need no tucking—they stay put! "And no ironing," boasts Pat Nowlin at Northwestern U. sorority house. "This Contour Bottom fits *smooth!*"

Four boxed corners, like one at left, hold Contour smooth



**Neater beds! Extra Foot-room!** Two boxed corners anchor Contour Top sheet neatly, firmly at foot. Tulane student, Hamilton Richardson, says, "One tug at the Top . . . bedmaking's done!"

Exclusive "Kick Fold" expands . . . gives extra foot freedom

**NO WRINKLES!** Hug-tight Pacifics keep beds smooth, "fresh-made" all week—you scarcely need to touch them!

**NO PULL-OUTS!** The mightiest kick can't pop out the Contour Top. You stay covered all night.

**NO EXTRA COST!** Pacific Contours are priced the same as flat "pull-out" sheets. Colors and white in Combed Percale or Muslin. All Sanforized<sup>®</sup>.

Everybody's changing to

**PACIFIC**  
**Contour**  
**SHEETS**

—the way to faster bedmaking, neater, more comfortable beds

"Contour" is the registered trade mark for Pacific's fitted sheet.

PACIFIC MILLS, DEPT. L82, 1407 BROADWAY, N. Y. 18, N. Y. • PACIFIC CONTOUR TOP AND BOTTOM SHEETS • CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB<sup>®</sup> TOWELS • PACIFIC SILVER CLOTH





**SURVEYING BARTER,** Poetzsch sits on bed which he got with mattress and spread, in exchange for picture hanging at his feet. Other items, shown with paintings for which they were traded, include juice squeezer, silverware,

safe, insurance policy, fish, typewriter, table and chairs, dishes, coffee pot, lawn mower, armchair, footstool, refrigerator, stove, kitchen cabinets and sink, washing machine, radios, clock, bureau, sofa, kitchen shelves, china closet.

## The Bartering Bridegroom

### A PAINTER SWAPS HIS ART FOR HOUSEHOLD GOODS

When James Poetzsch, a 31-year-old commercial artist of Baltimore, got married six weeks ago, he had enough money to buy a house but nothing left over for furnishing it. To solve his problem, Bridegroom Poetzsch offered to swap his art for sofas, saucepans and other household items. Baltimoreans quickly took him up on the offer. Pouring into his house, they bartered for the landscapes, city scenes and abstract still lifes that were on display. By the end of a month Poetzsch had traded 190 paintings for \$4,000 worth of household goods, including everything from silverware to the kitchen sink. In addition he wound up with a few non-household items: a fur coat, an insurance policy and a two-year supply of fish.

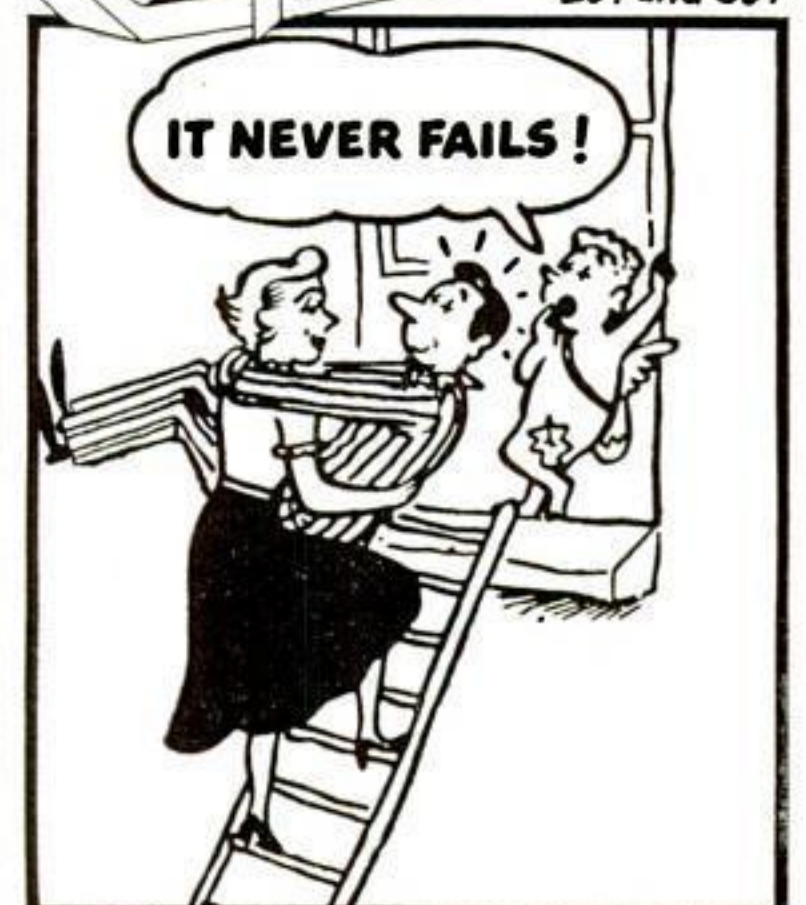
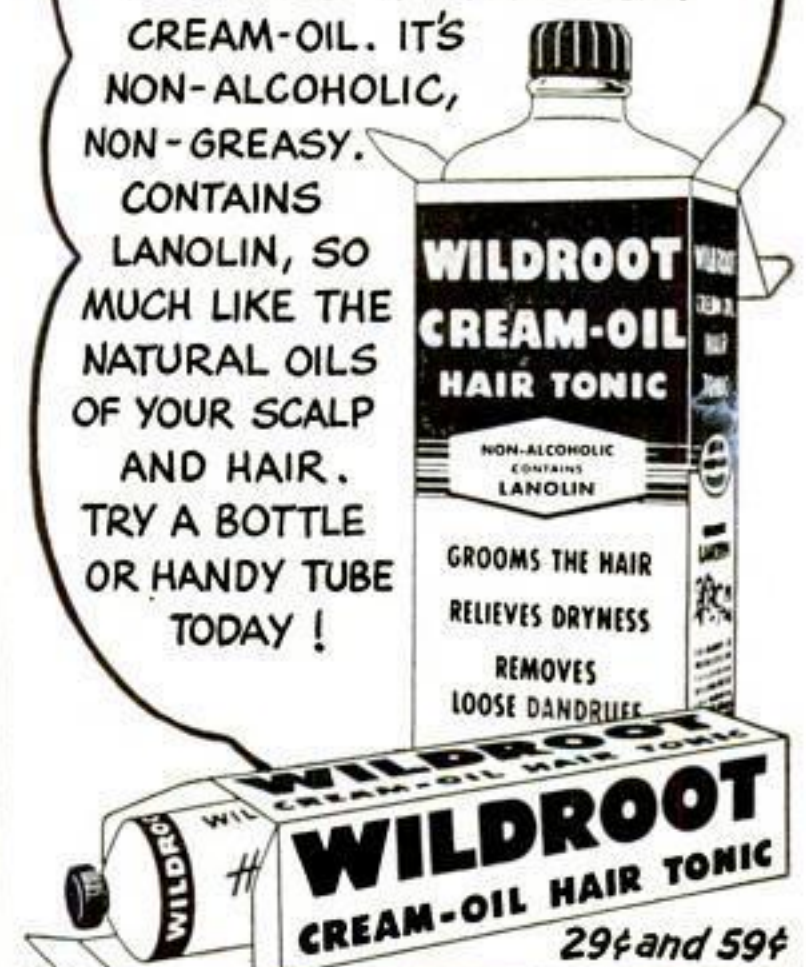
CONTINUED ON NEXT PAGE



**GET WILDROOT  
CREAM-OIL  
CHARLIE**



GIRLS WON'T GO WITH A GUY WHO HAS MESSY HAIR! KEEP YOUR HAIR NATURALLY WELL GROOMED WITH WILDROOT CREAM-OIL. IT'S NON-ALCOHOLIC, NON-GREASY. CONTAINS LANOLIN, SO MUCH LIKE THE NATURAL OILS OF YOUR SCALP AND HAIR. TRY A BOTTLE OR HANDY TUBE TODAY!



**IT NEVER FAILS!**



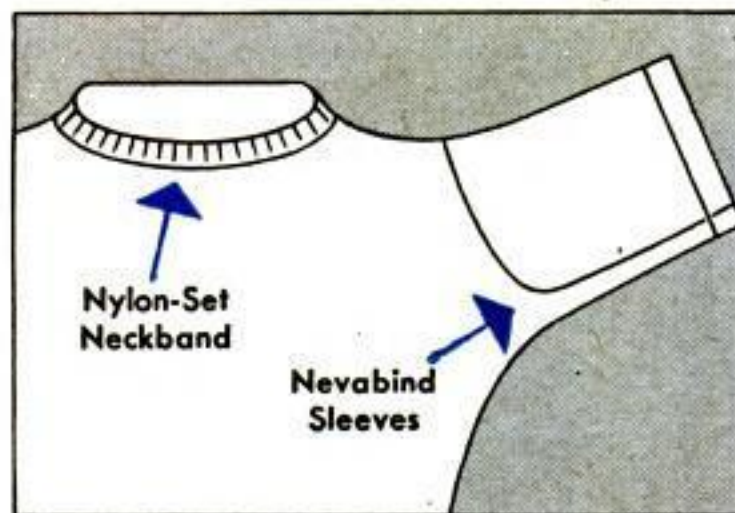


Carter's TRIGS with these exclusive comfort features fit better, look better than any other underwear!



Blue front trim tells you they're TRIGS

**EXCLUSIVE NEVA-VEX® FRONT** gives individual male fit. Trigs are the *only* briefs designed to adjust to your body. Never too snug, won't sag or ride up. Seamless seat, long-life heat-resistant elastic in waistband and leg bands, too. For Dads, \$1.10. For Lads, 89¢ — \$1.10

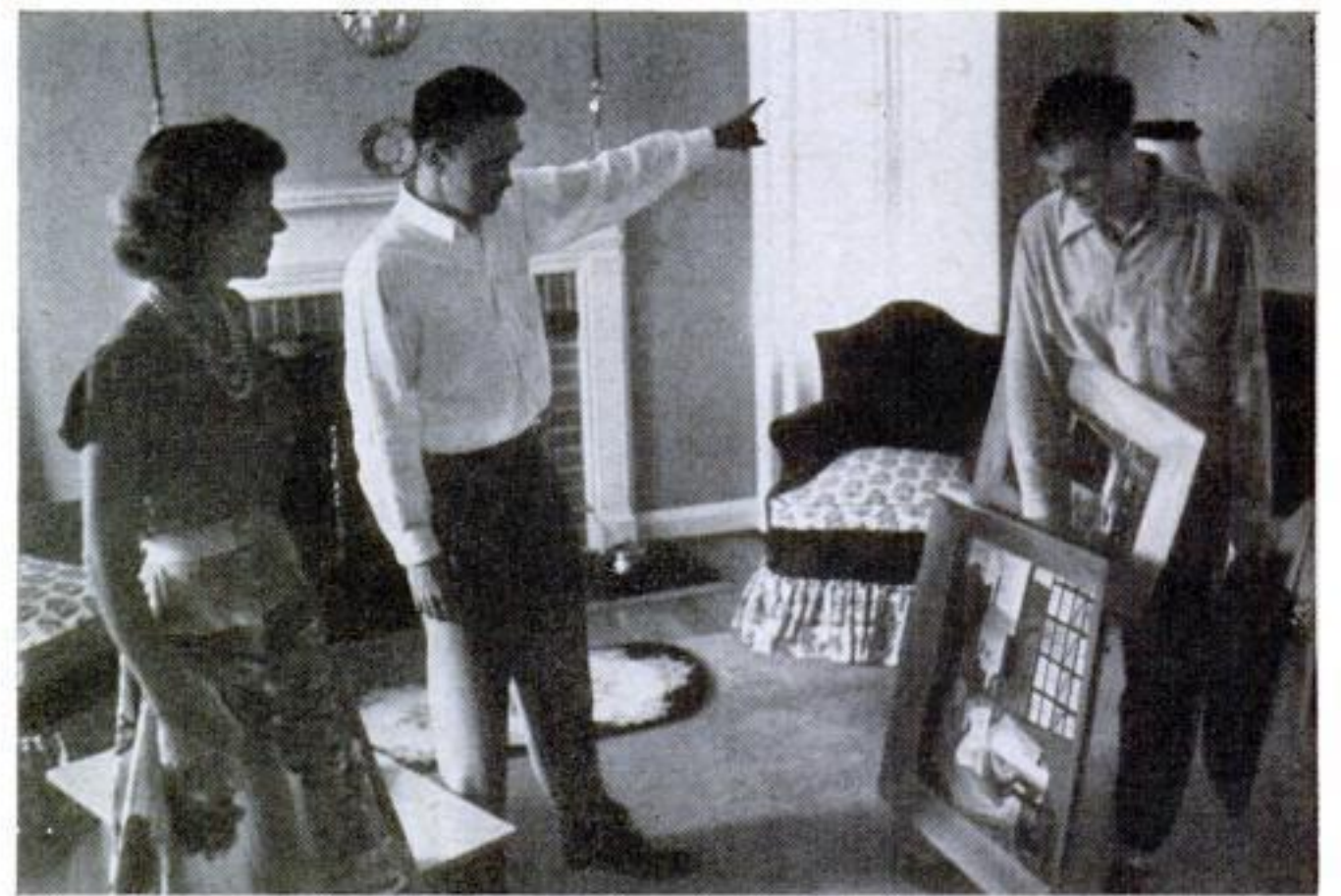


**EXCLUSIVE NEVABIND® SLEEVE** on Trigs Super T-Shirt won't tug, or chafe. Nylon-Set Neckband won't sag. Right-length tails stay put, won't bunch at your belt. For Dads \$1.50 — For Lads \$1.25. Also Trigs Athletic Shirts for Dads — \$1.00. For Lads, 69¢ — 95¢

Mother! Ask to see Carter's styles for Junior Boys, too — sizes 2 to 12

ALL TRIGS ARE **Carter-Set®** — WON'T SHRINK OUT OF FIT!  
FINE COMBED COTTON KNITS NEED NO IRONING

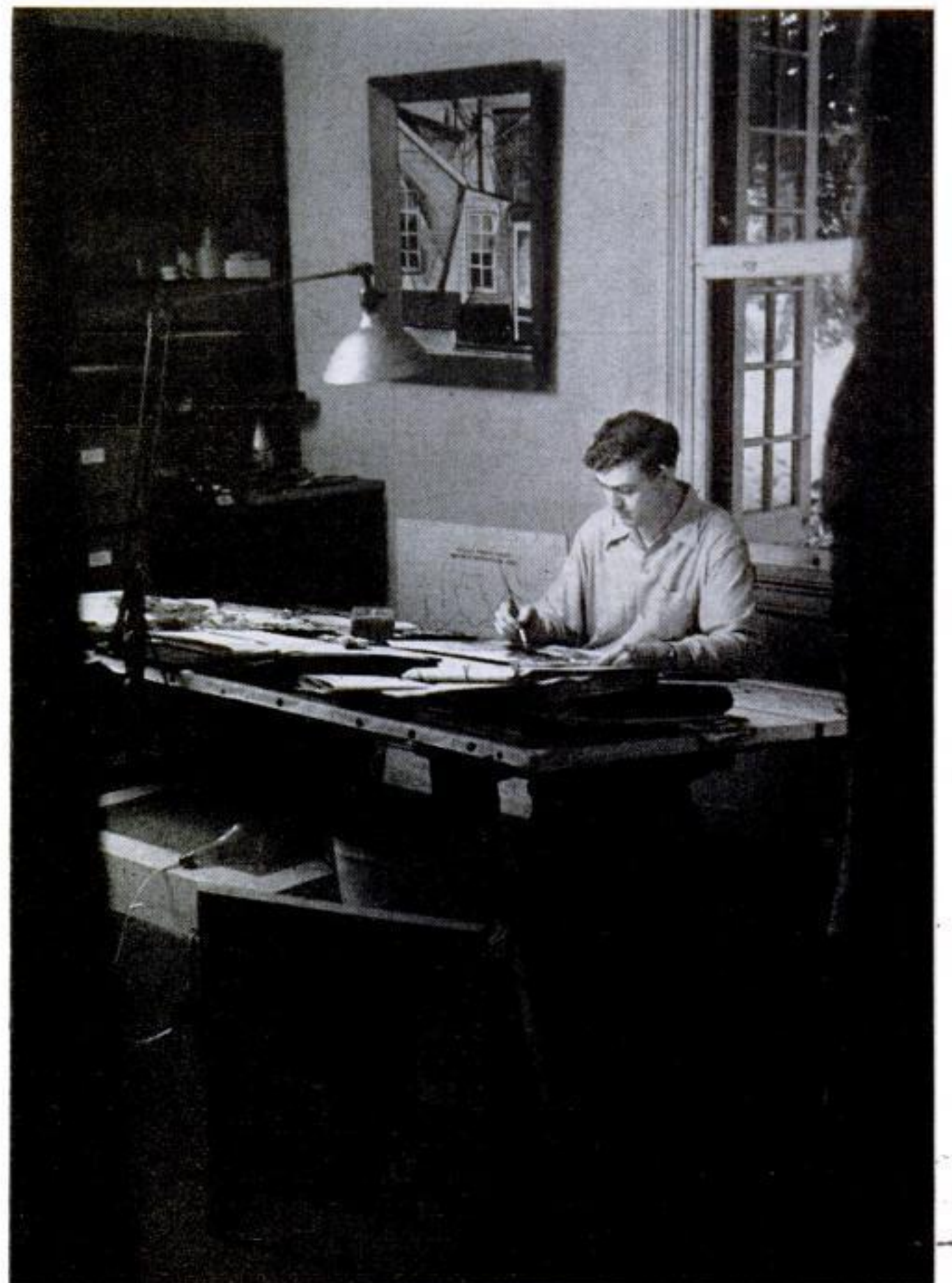
Yes **Carter's** makes fine underwear for the whole family  
The William Carter Company, Needham Heights 94, Mass.



**DELIVERING PAINTINGS** to Mr. and Mrs. G. Zatkovich, artist discusses where to hang them. Fishdealer Zatkovich traded his ware for four pictures.



**MOVING FURNITURE**, Poetzsch and his bride, Virginia, push secondhand couch into place. They got enough to equip their entire eight-room house.



**PAINTING WATERCOLOR**, Poetzsch works on more art for barter. He got commissions from 15 people who will pay him with other items he wants.



# SCHOOL PENCILS? PENCIL CASES?

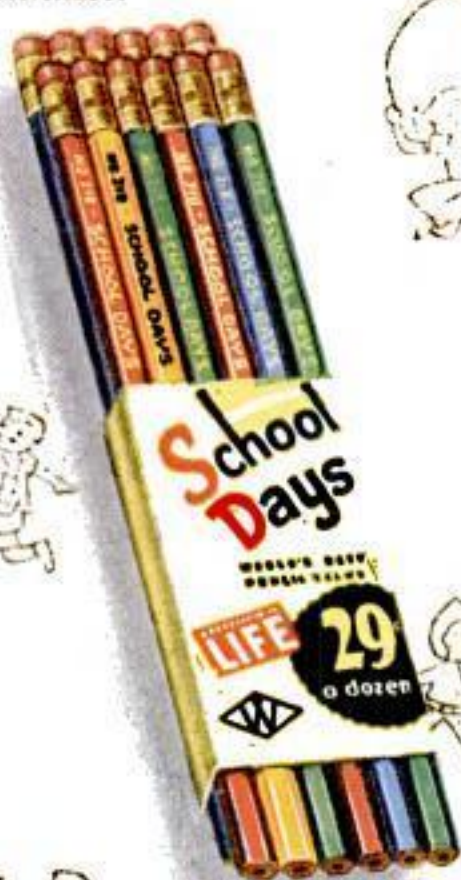
Your nearest **WOOLWORTH'S** has plenty  
...in styles students love...at prices parents appreciate

Pencils all dressed-up in brand-new colors...and pencils in the time-honored shades of *your own* school days. Pencil cases filled to the brim with school supplies and fun...to keep your youngster equipped and interested...to hold his things neatly, and all in one place. See for *yourself*...at your nearest Woolworth's.

## COLORFUL! SCHOOL DAYS ASSORTMENT

Offers many colors in one package (and you know how youngsters love bright, gay things). Pkg. of 12,

**29¢**



**ROCKET PATROL PENCIL CASE**  
Has pull-out drawer. Holds 5 pencils, ruler, 5 crayons, protractor, eraser, 6 paper pennants. Cardboard, 8 5/8" wide.

**49¢**

**SLIDE-OUT BOX** (not shown) has colorful cover. 3 pencils, 5 crayons, wood ruler, protractor, eraser. 8 1/8" wide.

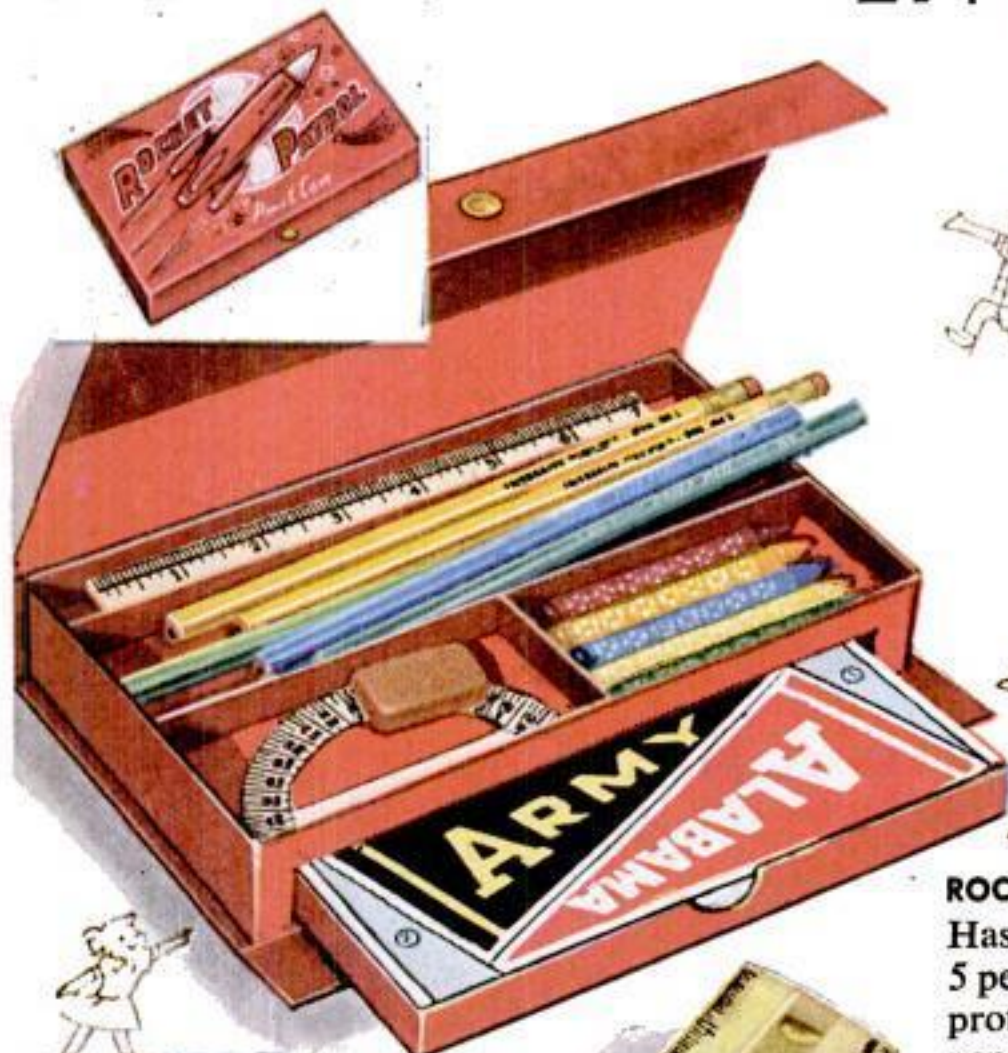
**25¢**

**GOLDEN RULE PENCIL CASE**  
Goldtone ruler slides out. Plastic "window" at bottom lets child see his supplies. Pencil sharpener, 3 pencils, 4 crayons. Plastic; 8 1/2" long.

**29¢**

**FOR COLORING MAPS, CHARTS, DRAWINGS!**  
Fun! Practical! It's the Speed Artcraft set of indelible coloring pencils...with booklet showing how to give "water-color" look to drawings, posters, photos. 12 assorted colors,

**79¢**



## JACK-KNIFE PENCIL CASE

Schoolboy's joy! Pull out the "blade" (it's plastic...absolutely safe), and you see 3 pencils, transparent plastic ruler, pen-holder. Built-in pencil sharpener. Plastic; 9 1/4" long.

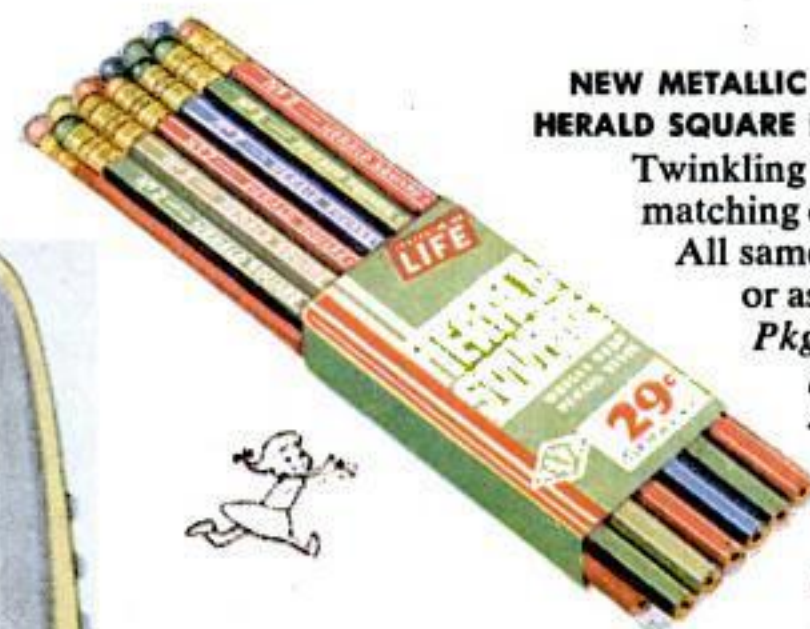
**49¢**



## ROCKET SHIP PENCIL CASE

Metallic-plated nozzle comes off to show 3 pencils, combination red-blue pencil, ruler. Red, yellow or black plastic base, with built-in pencil sharpener. 9 3/4" long.

**49¢**



**NEW METALLIC FINISH! HERALD SQUARE PENCILS**  
Twinkling shades, matching erasers. All same color, or assorted. Pkg. of 12,

**29¢**



## SCHOOL TRADITION! MANDREL PENCIL

With the classic yellow finish you remember from *your own* school days. Handy for home and office, too. Pkg. of 12,

**29¢**



You save 1/3 on

**FAMOUS PEDIGREE PENCILS**

when you buy by the dozen

**5¢ each**

**39¢ FOR TWELVE**

You saw a full page ad about Pedigree in last week's LIFE. From its special lead ("anchord" for better writing, longer wear)...to its handsome brass band...to its non-smudge rubber eraser...it's the pencil with all the "extras," including extra value!

Pencils by Empire. Pencil cases, contents by Hassenfeld Bros.  
Some prices slightly higher in South and West.

**F. W. WOOLWORTH CO.**

At your nearest  
Woolworth store



LEADERSHIP DEMANDS CONSTANT ACHIEVEMENT

Going  
to  
Europe?



A brand-new  
standard of travel awaits  
your pleasure...

# "SUPER CONSTELLATION"

The best!

**NOW** STARTING SERVICE ON **KLM** AND **AIR FRANCE**

Unmatched!



**BIGGEST!** *FIVE separate cabins to roam through!*

**NEW COMFORT!** *Commodious lounge—HENRY DREYFUSS designed interior arrangement and styling—NEW meaning to "luxury aloft."*

**FASTEST!** *HOURS quicker to destination than ever before!*

**NON-STOP!** *More flight range than EVER BEFORE AVAILABLE—in practical airline service!*

*(PLENTY of margin to go around and over weather means ON-TIME departure and arrival TOO!)*

**POWER!** *To spare! With the newest type proven turbo-compound Wright engines. 13,000 horsepower.*

**"SUPER CONSTELLATION STYLE" COSTS NO MORE!** Yes, class for class you can fly Super Constellation for the SAME FARE as in outmoded style!

**AIRLINES WHO KNOW** prove these statements! Soon Trans-Canada, Northwest Airlines, Eastern Air Lines, TWA-Trans World Airlines, Seaboard & Western, Iberia of Spain, QANTAS of Australia, LAV Venezuela, AVIANCA of Colombia, Pakistan, Air India, Braathens of Norway, West Germany, Thailand, Mexico, Varig of Brazil—will start service, joining KLM and Air France.

**ALL OVER THE WORLD** the swing is to SUPER CONSTELLATION STYLE! 18 airlines, and more soon, have bought this plane for practical, dependable airline transportation.

**FOUR TIMES** as many as nearest U. S. types!  
**MORE THAN TWICE** as many as foreign jet types!





STYLE

*It costs no more to fly the best*

# LOCKHEED

## SUPER CONSTELLATION

LOOK TO LOCKHEED FOR LEADERSHIP

Lockheed  
Aircraft Corporation  
Burbank, California  
Marietta, Georgia



**HIDDEN TREASURE.** You know they're light and pretty on the spoon. But did you know that, inside, they're packed with lots of energy generators, plus the natural rice values of thiamine (B<sub>1</sub>), niacin and iron?



The crisp language of Kellogg's Rice Krispies, the talking cereal, is world famous. Their merry "Snap! Crackle! Pop!" ("Cric! Crac! Croc!" to the French) is the result of Tumble-Toasting, an exclusive Kellogg process that spins them full of crispy goodness and makes them golden toasty all over. Good? Oo-la-la!

"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of Kellogg Company for its oven-popped rice.





ON SALON STAIRS MODELS POSE IN 13 DESIGNS WHICH OPENED SHOW AND STIRRED UP PRESS. IN FOREGROUND ARE DIOR'S NEW JUNIOR MISS MANNEQUINS



# The First 13 Diors

HERE ARE PICTURES THAT EXPLAIN  
THE GREAT HEMLINE HULLABALOO

The 13 young ladies in their brand new outfits marched through Dior's salon. The fashion reporters assembled there momentarily forgot the threat of strikes and ran out to flash to their editors at home the big new news out of Paris: hems were up. Since the editors couldn't see any pictures (held up to prevent copying of designs before they are delivered to buyers), they jumped to the conclusion that the female knee would again be bared, as in the 1920s. Some groups were terror-stricken: to taxi drivers, short skirts meant more walking, and movie men feared half-finished

mid-calf pictures might have an outmoded look. Other groups, like bartenders and hosiery makers, thought the change might bring them more business. This week the pictures came in, and the public can finally see the cause of the shouting in what is now called the Battle of the Bare Calf. Contrary to earlier hopes or fears, the new hem stops where the calf narrows, or only about two inches shorter than current skirts. More startling to U.S. observers than the bare calf were two new silhouettes to which the hems were attached, and two new models who wore them (*next page*).

FRENCH MAGAZINE put Dior on cover demonstrating with a metric measure correct point at which his hem hits a model's calf.





**TWO EXTREMES** of Dior collection are these silhouettes. Above is sailor's dance hall style called *Paname* (a slang term for Paris), which has loose but slithery waist. Below is *Florentine*, with bell-shaped skirt. Wearing both is Junior Model Victoire, 20, who was a student before getting a job at Dior.



## DIOR'S FUROR CONTINUED



## DIOR EXPLAINS HIS IDEA:

While headlines hemmed and hawed about his skirts (above) Dior himself explained to reporters what he had in mind: fashion had too much of the "lady look" and needed an "eruption of youth." To him, this meant shorter, junior miss styles and he emphasized the point by featuring two new models named Victoire and Mauviette. Neither looked like the American conception of a junior miss, nor did the skimpy, high-



**THREE AMERICANS** working in Paris show how new styles look on U.S. girls. From left to right are Joan Olson, 24, in cocktail coat; Cynthia Peters,





## THE 'ERUPTION OF YOUTH'

waisted, sliplike silhouette which Dior said he favored because it allowed a dancing partner to feel a body instead of a boned foundation (left). A second Dior silhouette with a belled-out skirt was already familiar to U.S. juniors (next page). But skimpy, belled or bustled, the shorter skirt was taking hold with many customers, although most cagey New York buyers were bringing back Diors with two extra inches on the hem, just in case.



20, in sexy slip-dress called *Nuit Blanche*, which means "sleepless night"; Nancy Straub, 23, in bell-skirted *Croquemitaine*, which means bogey man.



**BUSY BACK** of a short satin dinner dress almost prohibits sitting but was one of most-bought designs. It has deep fichu to cover its bare top.



**BUSY PRINT** was popular in dress worn by model called Mauviette. The name, given her by Dior, means little bird. An ex-secretary, she is 23.



**FRENCH CLIENTS** view show with Mme. Luling (second from left), directrice at Dior. She and woman at left, Mme. Roland Tual, have already hiked hems.



**ENGLISH MODEL** named Dexter wears a tweedy outfit. The bulky jacket with belted back goes over dress which has a full skirt and a low neck.



**TAUT TORSO** of dress with high bustline was greeted by one editor with comment, "If she swallowed the olive in her Martini, it would show."



DRESSES DROOP  
INSTEAD OF DRAPE?



Stā★Nu PUTS 'EM  
BACK IN SHAPE!



Send your clothes to the  
drycleaner who uses  
**Stā★Nu**

the miracle fabric finish

Sta★Nu finishing restores the life-giving textile oils lost through wear and cleaning. Fabrics get back their original "bounce"—feel rich, soft and smooth—like new again.

**Double your money back**

Send a suit or dress to your local Sta★Nu drycleaner. We'll pay you double the cleaning bill if you don't agree it's the best cleaning and pressing job you ever saw!

Drycleaners who use Sta★Nu  
display this emblem . . .

COSTS NO  
MORE THAN  
ORDINARY  
DRYCLEANING!



STA★NU CORP.  
110 S. Dearborn St.  
Chicago 3, Ill.



DESIGNER FOGARTY SHOWS OWN GRAY SATIN DRESS (\$70) AS MODEL SHOWS CRINOLINES

## FOGARTY WAS AHEAD OF DIOR

Among the most popular dresses in the Dior collection was a beltless, bell-skirted style (*below*) which paradoxically brought floods of congratulatory cables to a New York designer named Anne Fogarty. It looked exactly like the silhouette Mrs. Fogarty has plugged for years (*LIFE*, Aug. 13, 1951). Dior was somewhat chagrined when he noted the similarity

between an old Fogarty worn by one of his assistants and some of his brand-new creations. But while Fogarty designs depend on crinoline petticoats for a stiff shape, Dior uses a complicated construction which needs fewer underpinnings and which may have more appeal for non-juniors who consider layers of crinoline too kiddish and too much trouble.



NEW DIOR DESIGN called *Victorine* is inspected by New York Fashion Consultant Tobe and Dior Trainee Dorothy Morrow (*center*), who wears a last-year Fogarty dress.



EX-FOGARTY MODEL named Ruth Neumann models *Victorine* for Editor Edith Raymond of *Mademoiselle* (*center*). Copies of dress in faille will be \$70 at Lord & Taylor.



# When you know your beer

## ...IT'S BOUND TO BE **BUD**



No wonder you see so many  
people enjoying Budweiser ...  
more people have enjoyed more  
Budweiser than *any other beer in history*.  
Budweiser is *that superior* because it is pro-  
duced by *the costliest brewing process known*.

Enjoy  
**Budweiser**<sup>®</sup>  
Today

ANHEUSER-BUSCH, INC.  
ST. LOUIS, MO.    NEWARK, N. J.



When you know your beer ...  
it's bound to be **BUD**



# *The men who keep America on the road prefer these famous parts and accessories by* **GENERAL MOTORS**

And there is a practical reason for that preference. Better servicemen feel a genuine responsibility to their customers. They must back up their service and reputations with parts and accessories they can count on—the same ones selected as original

equipment for the finest new cars, trucks and buses. These General Motors Products have been known for generations for excellent performance. Virtually every motor vehicle operates with at least one of these world-famous parts and accessories.



## **DELCO** Batteries

Car, truck and bus owners know Delco Batteries for durable starting power, kept in pace with modern needs through General Motors research and famous Delco engineering. Delco is the Nation's No. 1 Battery—used as original equipment and replacement more than any other make of battery.



## **DELCO** Brake Parts and Fluid

For hydraulic brakes you can count on in all weather conditions, servicemen use the brake fluid labelled Delco—the name for the only complete line of hydraulic brake control parts for all General Motors cars and light trucks. This includes master and wheel cylinder repair kits and lined shoes.



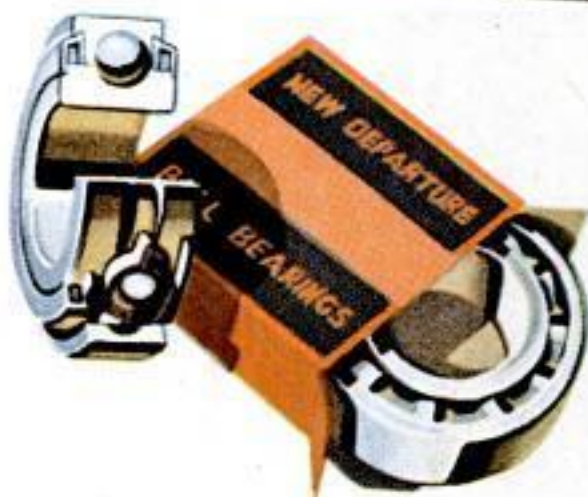
## **ROCHESTER** Carburetors

Rochester supplies original equipment carburetors for Chevrolet starting with 1950, Oldsmobile from 1949 and Cadillac from 1951. Rochester also provides replacement carburetors for any standard Chevrolet passenger car from 1932. Depend on Rochester for modern performance in modern cars.



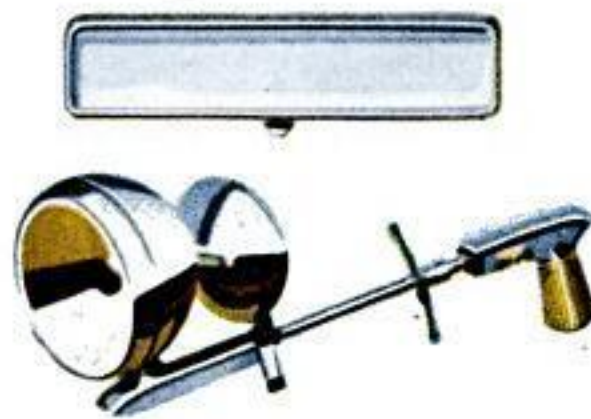
## **HYATT** Roller Bearings

For more than 60 years, Hyatt has made it possible for American wheels to turn easier. Today, their high-load capacities, durability and smooth, noiseless operation have made Hyatt the preferred roller bearings for original equipment and replacement on the majority of highway and off-the-road vehicles.



## **NEW DEPARTURE** Ball Bearings

Practically all leading cars, trucks, buses and tractors have important components equipped originally with New Departure Ball Bearings. You can count on the bearings that automotive engineers consider best... the bearings expert servicemen know will stand up—New Departure.



## **Guide** Lamps

Outgrowth of an operation begun in 1906, Guide pioneered in the manufacture of automobile lamps... has contributed many automotive lighting improvements. Guide produces headlamps, fog lamps, spotlamps and glare-proof mirrors for the majority of America's cars, trucks, buses and tractors.



## **MORAINE** Engine Bearings

For their ability to carry greater loads... for increased resistance to fatigue, scoring and corrosion, Moraine Bearings have been proved on both cars and trucks. The outstanding Type 100 bearing, developed specifically for high-compression engines, is one of Moraine's modern contributions.



## **HARRISON** Thermostats

Control engine temperatures safely with Harrison Thermostats—selected by automotive engineers as the original equipment... recommended by servicemen as replacement... on cars, trucks and buses. An automotive pioneer, Harrison protects engines with better radiators and thermostat equipment.



# PALMER GARAGE



## Delco-Remy Starting, Lighting, Ignition

Backed by 27 years of experience and research, Delco-Remy leads the field in production of superior automotive electrical equipment. Delco-Remy 6- or 12-volt systems are the original equipment on more new cars, trucks, and buses than any other make. Servicemen know they can depend on Delco-Remy.



## Packard Cable Products

The record shows that Packard battery, ignition and lighting cable is preferred by engineers who design cars, trucks and buses, and by servicemen who maintain them. Pioneer Packard Electric has been one of the most respected manufacturers of automotive "wiring" since the industry began.



## INLITE Brake Linings

A safety feature specified by car and truck makers as original equipment is Inlite Brake Linings—the best quality, service-proved line lining in a matched set is individually engineered to provide the very best braking action for each specific vehicle.



## Saginaw Jacks

Just twirl the handle and up it goes! All of the effort, all of the weight of raising a car, truck or tractor is rolled away on alloy steel ball bearings. There's no fluid to leak . . . nothing to go wrong. Sturdy Saginaw Jacks are carefully engineered and built for long, reliable service.



## DELCO Shock Absorbers

On the roughest roads, Delco Shock Absorbers give you smooth, "Engineered Ride." As original equipment and replacement, more cars, buses and trucks are protected by Delco "shocks" than any other make. Motorists for more than 25 years have proved the sturdy reliability of Delco Shock Absorbers.

Other UNITED MOTORS AUTOMOTIVE LINES...

- |                                 |                                 |
|---------------------------------|---------------------------------|
| <b>MORaine</b> GASOLINE FILTERS | <b>HAR/RISON</b> RADIATORS      |
| <b>KLAXON</b> HORNS             | <b>DELCO</b> CLOCKS             |
| <b>DELCO</b> ELECTRONIC PARTS   | <b>ROCHESTER</b> CIGAR LIGHTERS |
| <b>AC</b> GAUGES, SPEEDOMETERS  | <b>DELCO</b> AUTOMOTIVE MOTORS  |

Available through Automotive Wholesalers and Dealers Everywhere



GENERAL MOTORS PRODUCTS

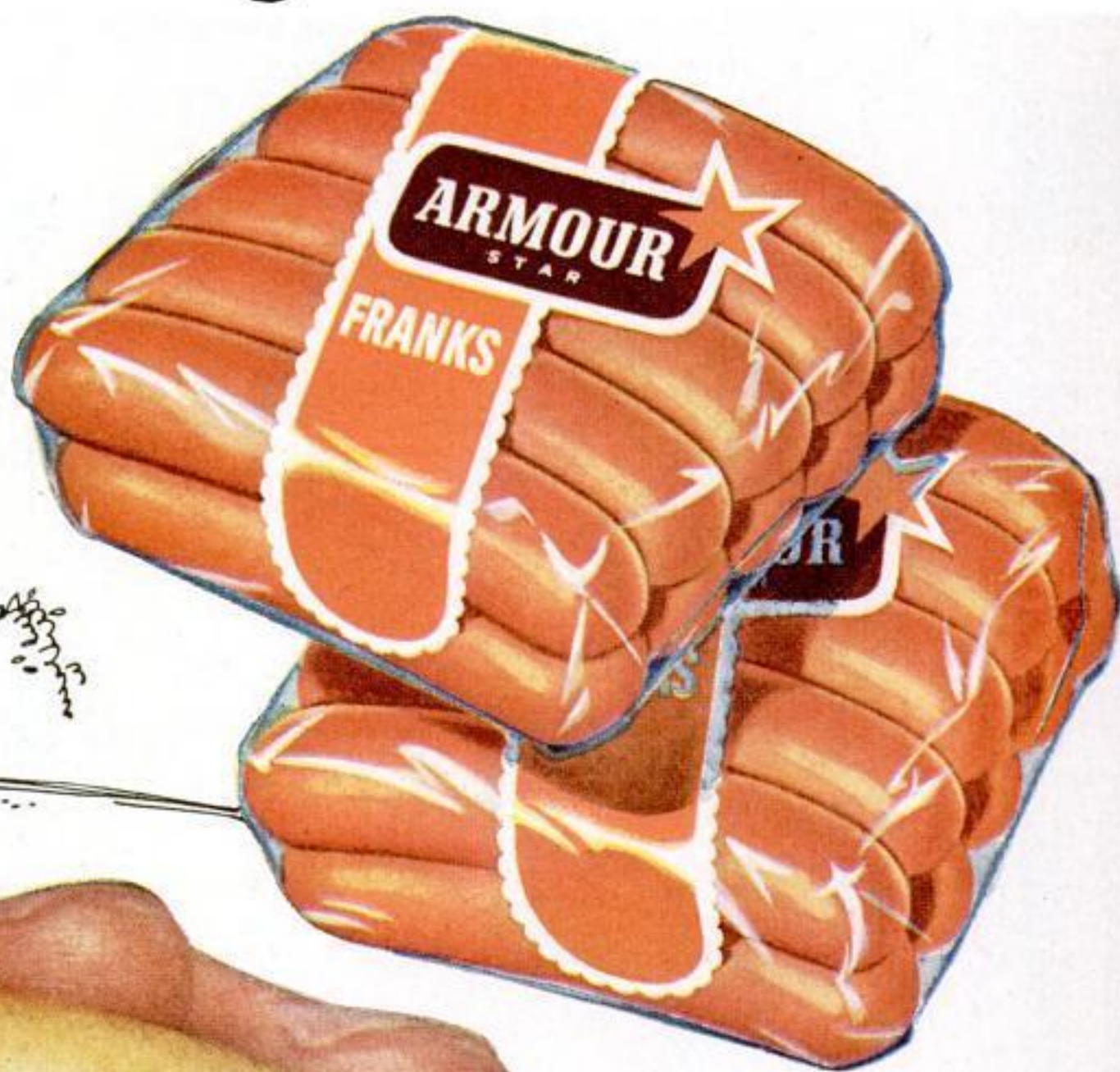


UNITED MOTORS LINES



WARNING TO  
PICNICKERS

Be sure to take along an  
extra package of these  
extra-fresh franks!

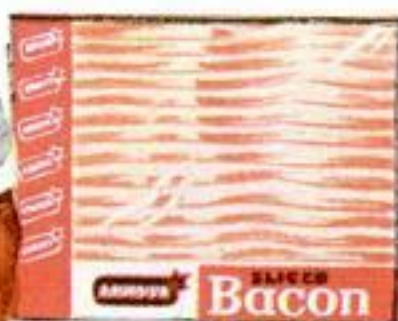


You know it's good!

**ARMOUR**  
STAR

The Armour Star label is one of  
the world's great guarantees!

They taste so good—and Armour Star Franks *are* so good! All the lightly seasoned meat is fine, tender beef and pork—nothing else! So there's plenty of real nourishment here for the youngsters. Armour Star Franks are always fresh, too. They're made fresh daily in an Armour Kitchen nearby. Take plump, juicy, tender Armour Star Franks to your Labor Day picnic—but take plenty. They cost so little!







THE HARD FOOT OF INJUSTICE COMES DOWN ON PRIVATE PREWITT (MONTGOMERY CLIFT) AS HE WEEDS GROUNDS OF ARMY POST DURING "THE TREATMENT"

## SOLDIER VS. SYSTEM

Sweeter sounding but still as rough and tough,  
'From Here to Eternity' makes impressive movie

The stubborn private being given "the treatment" by brutal noncoms because he refuses to box on the company team has moved out of the pages of James Jones's best-selling blast of hatred and love for the U.S. Army. The novel seemed to defy every Hollywood taboo. But the film version of *From Here to Eternity* keeps most of its rough characters and much of its mayhem, though the dialog is politer. Director Fred Zinnemann gets the performance of their careers out of a stable of stars (*next page*) and splashes on the screen enough of the Jones blend of sex, sentiment, binges, knifings and moral indignation to insure a box-office bonanza.





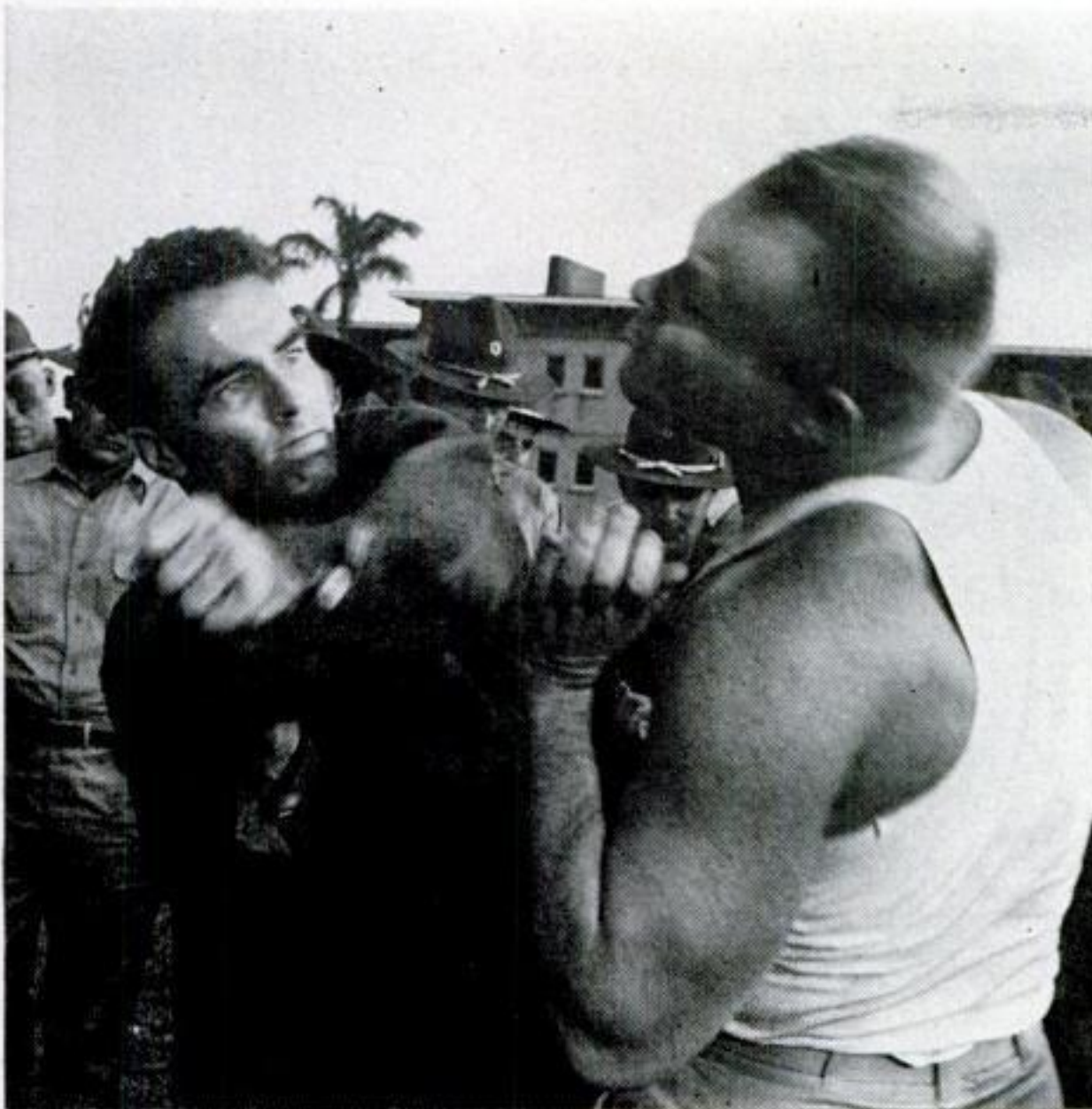
**TRAGEDY OF MAGGIO**, a high-spirited Italian boy played movingly by Frank Sinatra, is spiced by high jinks in a club (*above*), ends as he dies (*below*) in buddy's arms after tortures of a sadistic noncom.



**TOP KICK'S ROMANCE** is doomed because the girl Sergeant Warden (Burt Lancaster) falls in love with is his captain's wife, and despite some happy hours (*above*) the twain can never meet

across barriers of military rank. Deborah Kerr, best known for bloodless roles up to now, plays the hot-blooded Karen with a vim that indicates Columbia Pictures has at last found her cup of tea.





**PREWITT'S PUNCH**, powerful enough to knock out tough tormentor (*above*) who has given him such treatment as shown on page 81, also causes his trouble with Army. He refuses to box, despite his captain's desire for company boxing title, because he once blinded an opponent.



**PREWITT'S ROMANCE** with Alma, a hostess, is an interlude between drunken spree when he meets her and the night (*above*) when he leaves her and is killed. Donna Reed (*see cover*), who was never asked to be anything but pretty in previous roles, gives a striking performance.

SERGEANT RETURNS TO FIRST LOVE, THE ARMY, ORDERS HIS MEN TO COVER AS ENEMY BOMBS SCHOFIELD BARRACKS PEARL HARBOR DAY





# What happens when **LIFE** hits *Omaha?*

**O**MAHA might be described as the city where the American Dream is realized in its most practical forms. The busy center of the nation's breadbasket, Omaha is the biggest cattle market in the world, and also a major food-processing center. Staples like butter and bread are such stuff as its dreams are made on.

Practical Omaha sees the future in terms of insurance (38 companies have home offices here) and one of the nation's most ambitious plans for civic improvement.

The Omaha planning commission keeps eternally busy expanding industrial, real estate and railroad facilities, airports and television stations. It is now working with the Army on the Missouri River Valley Project, which will eventually protect a sixth of the nation

against floods like the 1952 disaster.

In Omaha, as in city after city across the nation, 3 out of 5 citizens are readers of *LIFE*\*—making up the largest audience of any magazine.

On these pages, you see some examples of what happens to institutions, industries, business and people when *LIFE* hits Omaha.

You see how packer, hunter and hotel owner—fashion expert, hospital patient and army engineer—each feels and responds to *LIFE*'s personal, powerful way of reporting the news in pictures and text.

\*From: *A Study of the Household Accumulative Audience of LIFE* (1952), by Alfred Politz Research, Inc. A *LIFE* reader is any person who has read one or more of thirteen issues.



## What happens to **PEOPLE**...

**MARY SCHULTE**, of Norfolk, Neb., learned to walk again after polio struck. *LIFE*'s story (2/23/53) about Mary's treatment at an Omaha hospital evoked nationwide response.

**ARTHUR STORZ'S** hunting lodge was in *LIFE* (9/18/50): "I got letters from all over the U.S., an amazing reaction. *LIFE*'s interesting articles are most widely read."



**FLOOD CONTROL** engineer, General W. E. Potter: "*LIFE*'s story on the Missouri Basin flood alerted the people, brought public attention to the fight being waged against such unnecessary losses."

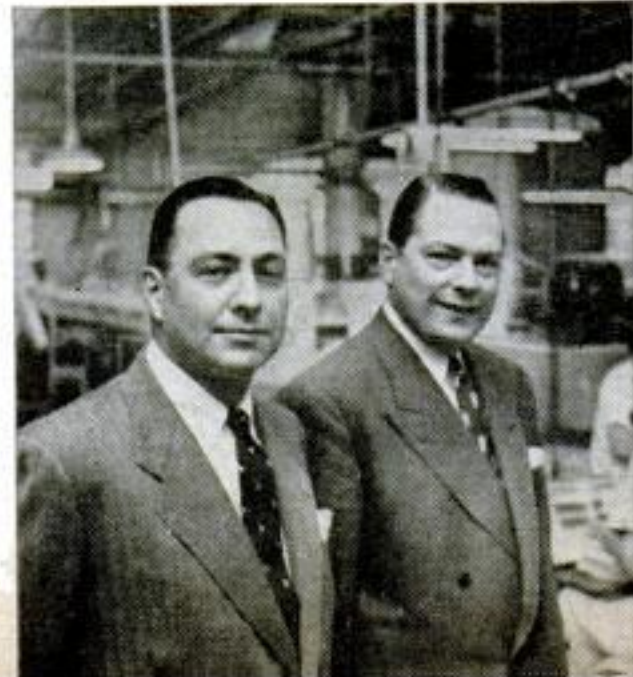
## What happens to **INDUSTRY**...

**UNION PACIFIC R.R.** President A. E. Stoddard: "In addition to considering *LIFE* an excellent advertising medium for reaching the people who travel and ship, I find its coverage of western news of immeasurable assistance in keeping up with events in the 11 states served by the U.P."

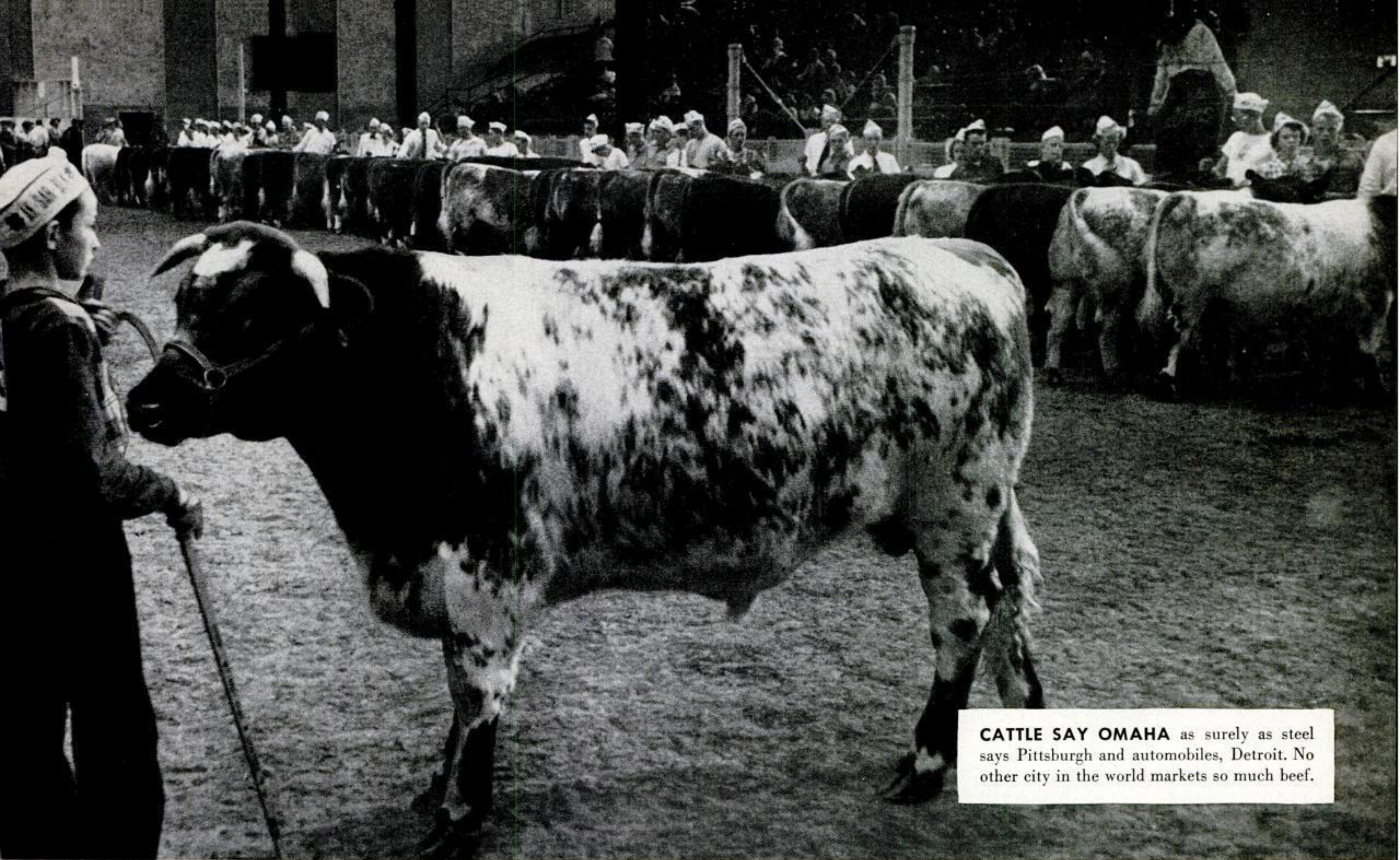
**SWANSON & SONS** Food Company Directors G. C. and W. C. Swanson: "When we were in *LIFE*, we quickly felt its impact on sales."

**CUDAHY PACKING CO.** President Louis F. Long: "We get *LIFE* at home and always enjoy it. It has a great influence on the community."

**INDUSTRIAL BUILDERS** Ed Foster and L. Smetana appeared in *LIFE* in 1947. Says Foster: "When important things happen, *LIFE* is there."







**CATTLE SAY OMAHA** as surely as steel says Pittsburgh and automobiles, Detroit. No other city in the world markets so much beef.



**THREE-GENERATION** family of Busekists appeared in LIFE (7/7/53). Says Stephen Busekist: "I never knew the world was so big until we appeared in LIFE. We heard from war-torn countries asking for something to eat or wear. One son and a daughter started correspondence with people in Holland and the Philippines. It was quite an experience."



**BOYS TOWN** Director, Father Nicholas H. Wegner succeeded famed Father Flanagan in 1948. He says: "It really helps these boys to read LIFE, because it gives them such a vivid picture of the world. Visual education through LIFE's pictures is interesting and effective, geographically and historically. It always seems the first magazine our boys want is LIFE."

## What happens to **BUSINESS...**

**MUTUAL OF OMAHA** Pres. V. J. Butt: (with Dr. N. L. Criss) "LIFE's scope keeps me up on events in all states where we have branch offices."



**BRANDEIS STORE** Adv. Mgr. Jenny Feldman: "Tie-ins with LIFE have built up our fashion prestige, and do a tremendous job of selling."



**EPPLEY HOTELS CO.** Pres. E. Eppler: "I read LIFE every week, and know that our guests do, too. LIFE readers learn more, and see more."



**HINKY DINKY** Stores Pres. J. M. Newman: "Food products advertised in LIFE move quickly off our shelves. If it's in LIFE, we stock it."

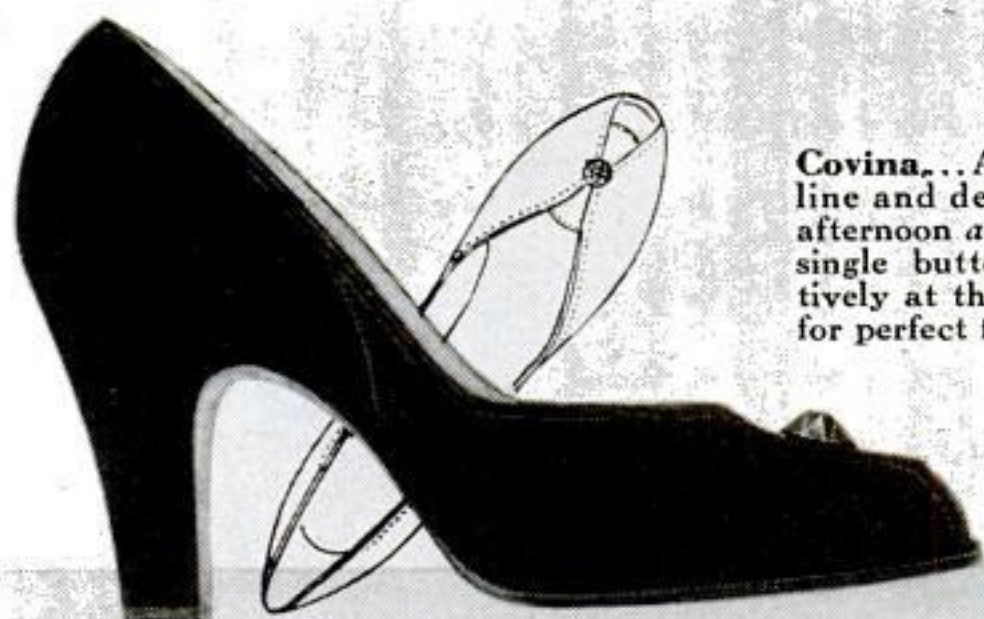


# LIFE

LIFE, 9 Rockefeller Plaza  
New York 20, N. Y.



*Wonderful way to become a well-dressed woman*



**Covina...** A pump that's all line and design...perfect for afternoon and evening wear! A single button winks provocatively at the vamp. *Elasticized* for perfect fit at the instep.



**Savoy...** Reflects exciting fashion news in the slender toe and square throat-line. Wonderful with full skirts at home... with suits on the street! *Elasticized* for perfect fit at the instep.

**Roxbury...** Traces of braid on velvety suede make a smart sandal...mid-high heel and platform for walking, working, shopping comfort!



**Vitality** SHOES

*famous for* **fashion**  
*and* **fit**

**Jeanelle...** A lovely afternoon pump, scooped low to reveal a pretty foot...poised on a shapely mid-high heel. Touches of braid at the vamp add excitement to knits, casual dresses. *Elasticized* for fit.



**\*10<sup>95</sup> to \*12<sup>95</sup>**

*Complete range of sizes and widths*

**Vitality wanderlust** Shoes from \$8<sup>95</sup>

**Virgie...** Soft toe, platform, wedge heel...equal a wonderful daytime shoe! Stays home, makes a social call, shops in excellent taste!



Vitality Shoe Company, Division of International Shoe Company, St. Louis 3, Missouri





BEFORE SHOOTING, ANN MARSTON EYES THE EGG

## ARCHERY EXPERT AIMS AT AN EGG

Girl champion tries out a new type of target

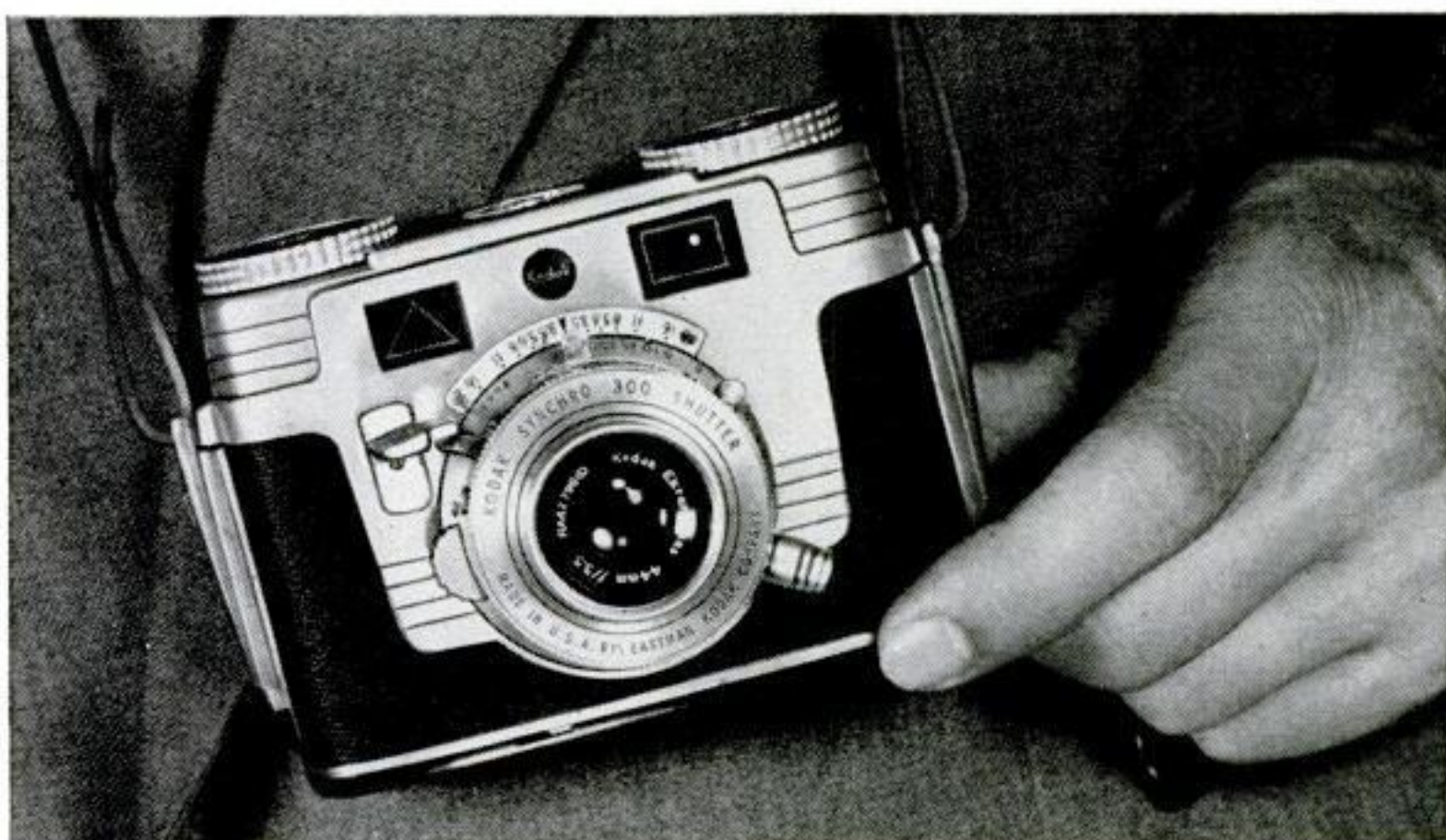
The pretty blond disciple of William Tell above is the best young archer in the U.S. As an 11-year-old Ann Marston of Detroit won the national cadet target championship and a year later added the intermediate target championship. Now a seasoned competitor of 15, she has a room full of assorted cups and medals. When she is bored with shooting at regulation archery targets, Ann likes to use odd objects like beer cans and bottle tops. Last month, with Photographer Joe Clark on hand to picture the results, she took dead aim at some eggs. To see what happened, turn the page.



QUIVERING IN FLIGHT, ARROW APPEARS BENT AS IT FLIES TOWARD EGG

CONTINUED ON NEXT PAGE

Now you can own  
a camera with one of the  
finest lenses ever made



**KODAK** *Signet 35* **CAMERA**  
only \$92<sup>50</sup>

*Any camera is only as good as the pictures it makes. And the key to the finest pictures, particularly color, is lens quality. That's why the Signet can challenge any camera in the world, regardless of price.*

SEE WHAT YOU GET IN A SIGNET:

★ **The finest color pictures . . .**

BECAUSE the *Signet's* *f/3.5* lens is Kodak's finest — the *Ektar*. And *Ektar* Lenses are famous in professional photography for unsurpassed color purity and sharpness. With the *Signet*, you can get professional quality in your personal pictures.

★ **With push-button ease . . .**

BECAUSE, if you can use a box camera, you can use the *Signet*. You simply set lens, shutter, and distance indicators at three points marked in red. Then aim and push the button. Yet the *Signet* is an expert's camera, too—with range-finder focusing, 1/300 synchro shutter, automatic film stop, exposure counter, and guard against double exposures. Everything about the *Signet* spells good pictures with push-button ease.

★ **A lifetime camera . . .**

BECAUSE the *Signet* is rugged and simple in design. Its mechanical accuracy is unrivaled at anywhere near its price—a result of Kodak's 65 years of camera-engineering experience. It's so sturdy, a man could stand on it without affecting its operation. So compact, beautifully machined and finished, you'll be proud to take your built-for-a-lifetime *Signet* wherever you go.

★ **At a sensible price . . .**

HOW MUCH should a good color camera cost? You can pay \$300 and more if you wish. Or you can pay only \$92.50 for the *Signet*—with its famed *Ektar Lens*—and get pictures the equal of those made with cameras costing much, much more.

Price includes Federal Tax and is subject to change without notice

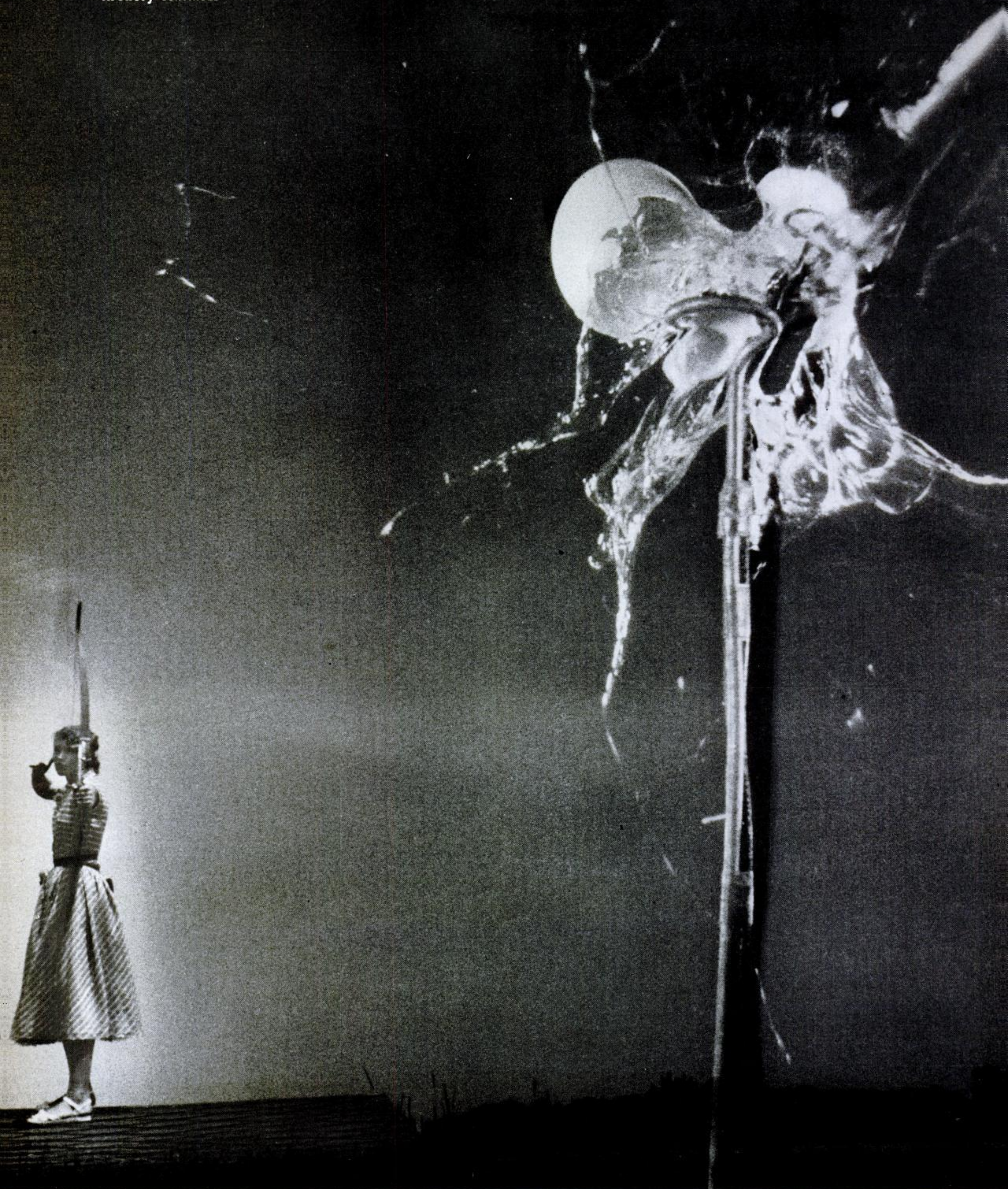
See the **SIGNET 35** Camera today  
at your favorite photo dealer's

**Eastman Kodak Company,**  
Rochester 4, N. Y.

**Kodak**  
TRADE-MARK

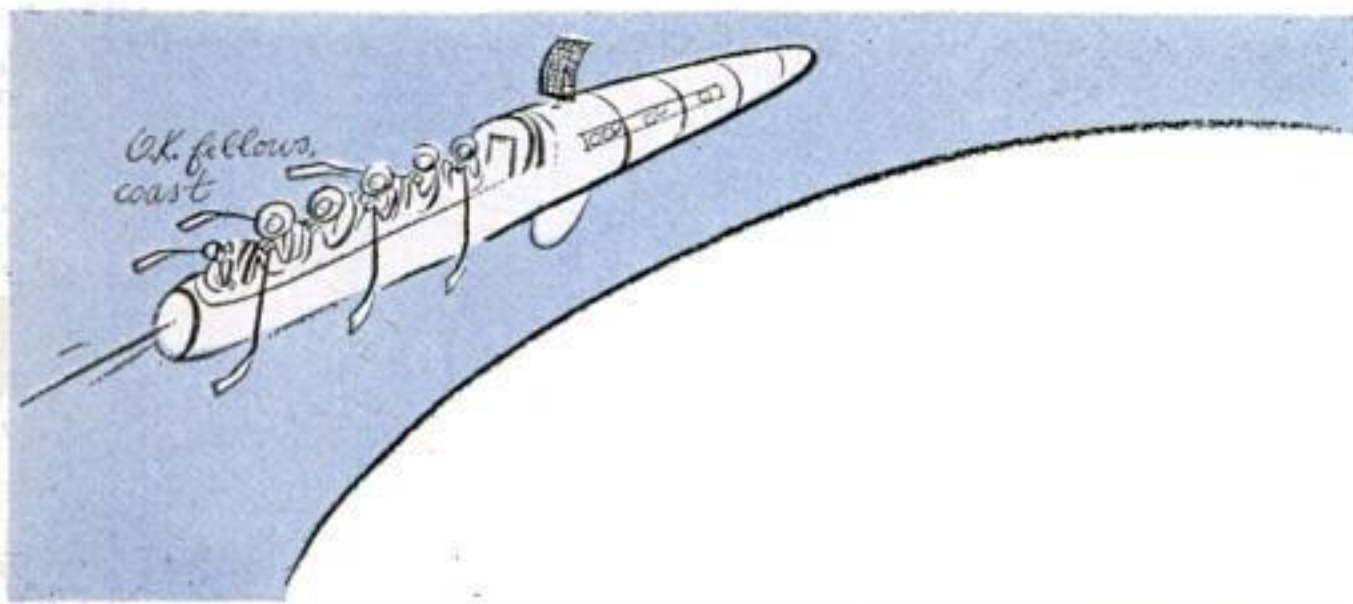


Archery CONTINUED



YOLK DROPS THROUGH THE STAND AND THE WHITE IS SPLATTERED AS ANN MARSTON'S ARROW PIERCES THE EGG. IN 13 TRIES SHE SCRAMBLED 12 EGGS





ON WAY BACK, THE POWER SORELY NEEDED IS HEAVENLY INTERVENTION

over, so that its wings will support it instead of holding it down. It will fly at a moderate altitude, powered if necessary by gentle blasts from its rocket motors, and land at its base no faster than an airliner.

Even the expansive Von Braun, who thinks large thoughts habitually, admits that these shuttle flights to the orbit will be an enormous enterprise. They will require an elaborate base, probably on an island, which will amount to a sizable and highly specialized city. Besides the launching site itself, as dangerous during an ascent as an erupting volcano, there will have to be laboratories, machine shops, testing facilities, residential quarters at a safe distance and a vast network of sharp-eyed, unwinking instruments. There will be a great tank farm for the dangerous fuels and a port for the tankers that will bring them to the island. Back in the home country, presumably the U.S., will be the special chemical factories to produce the fuels. The touchy and hostile liquids that Von Braun proposes to use (hydrazine and fuming nitric acid) are not manufactured at present in sufficient quantity. To supply them will require a new and enormous industry.

#### The trouble with humans

**A**LL this great enterprise, centering on an island that will erupt periodically with white-hot flames, is pointed toward a physically small result. Each 7,000-ton rocket will carry up to the orbit only 36 tons of payload. Von Braun figures that about 12 trips from the surface of the earth will be needed to carry up all the parts of a permanent satellite station.

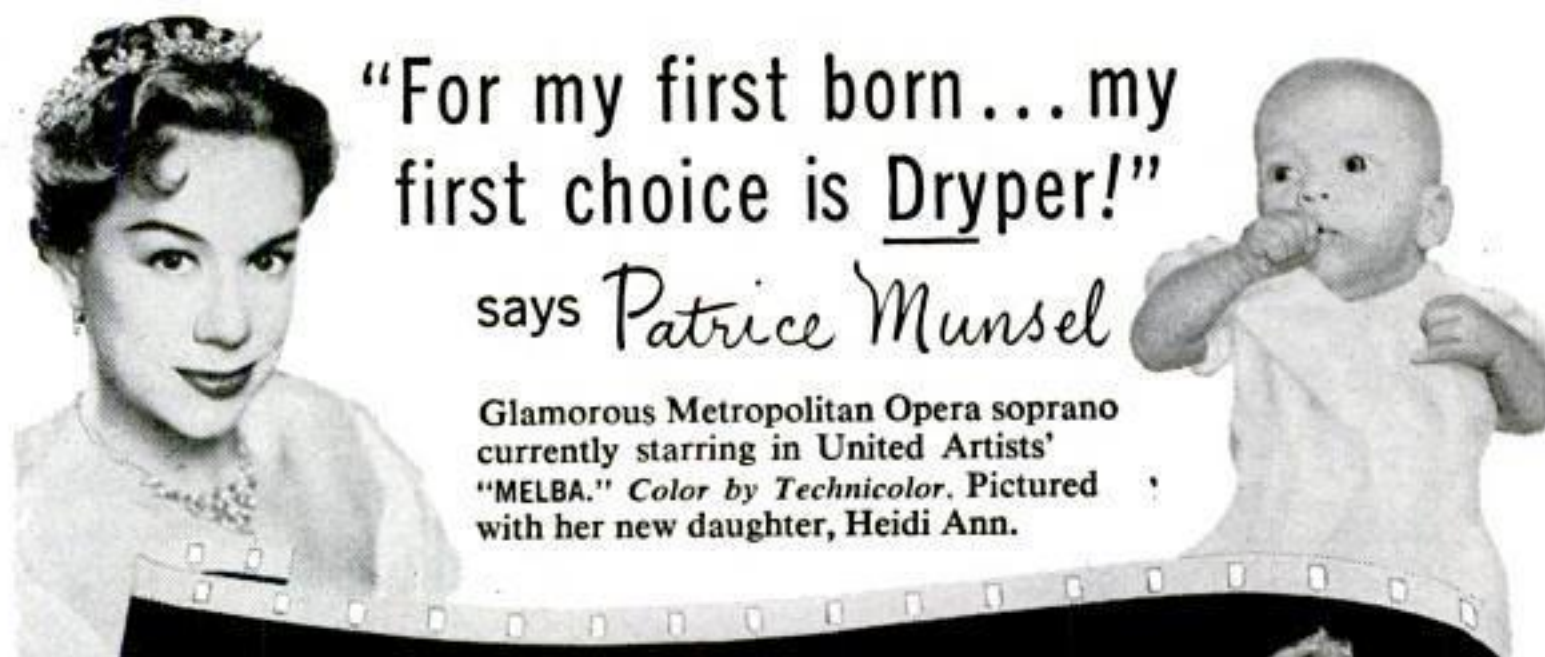
It will be a strange habitation, this fragile bubble in space supported against gravitation on a swinging trapeze of speed. All conditions on board will be novel. Instead of shedding rain, the satellite's roof will have to shed a patter of microscopic meteorites. The air inside will be artificial, probably a mixture of oxygen and helium. Drinking water must be "re-cycled"; the vapor that comes from human lungs and human perspiration will be condensed and purified for re-use.

What about human bodies and brains? How well will they function under the strange conditions in the space station and in the violent ascents to it? At Randolph Field, San Antonio, Texas, works a small group of men whose duty is to look into space and weigh its perils. Their official name is the Department of Space Medicine of the U.S. Air Force School of Aviation Medicine. These space doctors are willing to admit for the sake of argument that rockets can reach space, but they are not happy about the fate of their human crews. The crews of spaceships will have to be protected against an entire battery of death-dealing effects.

One enemy—airlessness—has struck already at the pilots who fly modern jet planes. If a jet cabin should lose its pressure at 45,000 feet, the pilot will have what the space doctors call "useful consciousness" for about 30 seconds. During this brief period he must turn his plane downward in hope of reaching richer air before the blackout that sweeps over him turns into permanent death. At 55,000 feet the period of useful consciousness diminishes to 15 seconds. At 63,000 feet, death comes quickly and in a horrifying way. The outside pressure is so low that water boils at the temperature of the human blood. So the pilot's blood turns in an instant into a bubbly froth, like uncorked pink champagne. Death is almost instantaneous.

The space doctors are glumly amused when they see the comely boys and girls of the comic strips climbing around outside their spaceships or cheerfully skirmishing with villains on airless asteroids. They are generally dressed for Miami Beach with only a bubble of plastic over their attractive faces. Most of the comic strip artists and the space fiction writers seem to believe that what

CONTINUED ON NEXT PAGE



"For my first born... my first choice is Dryper!"

says *Patrice Munsel*

Glamorous Metropolitan Opera soprano currently starring in United Artists' "MELBA." Color by Technicolor. Pictured with her new daughter, Heidi Ann.



ONLY FLUSHAWAY\*

*Playtex Dryper*

Keeps baby comfortable, contented...  
AS NO ORDINARY DIAPERING DOES

Wonderful PLAYTEX Dryper, the revolutionary pad-in-panty diapering method, gives your baby more comfort, safer protection than ever before!

Dryper's complete waterproof protection helps prevent diaper rash, and chafing of baby's tender "sit-down." Dryper your baby for the next 30 days. You'll never "change a diaper" again!

Featured at your favorite Department Store and wherever Baby Needs are sold.



"SUCH QUICK, EASY CHANGES!" says Miss Munsel. Simply slip fresh, soft Dryper Pads into baby's waterproof Dryper Panty. The soiled Pads flush away like tissue!

"REALLY QUICK FROM WET TO DRYPER"—And mothers all over the country agree with Miss Munsel and it keeps baby "Socially Acceptable" always.

PLAYTEX®  
DRYPER® PADS  
box of 100  
\$1.29 and \$1.49  
PLAYTEX®  
DRYPER® PANTY  
\$1.49

*Playtex*

FOR THE NICEST THINGS NEXT TO BABY

PANTIES SHEETS BIBS OIL POWDER CREAM LOTION DRYPER

\*TRADE MARK International Latex Corp.... PLAYTEX PARK... Dover Del. ©1953



"the bra  
that makes  
glamour  
fully  
yours"



## SECRET CHARM by CELEBRITY

with lifelike Goodyear Air Foam, built-in, to build up!  
featuring EXCLUSIVE "choose-your-own-fullness" fitting

The only bra with the form and feel of nature! No gadget!  
Nothing to manipulate! No fear of ever losing nature's lovely shape!  
Washes and dries in a flash! Weightless, bulkless! Needs no  
moulding! So sure to hold its contour, that it's guaranteed!



Bandeau, \$2.  
Strapless, \$2.50

at your favorite  
store or write

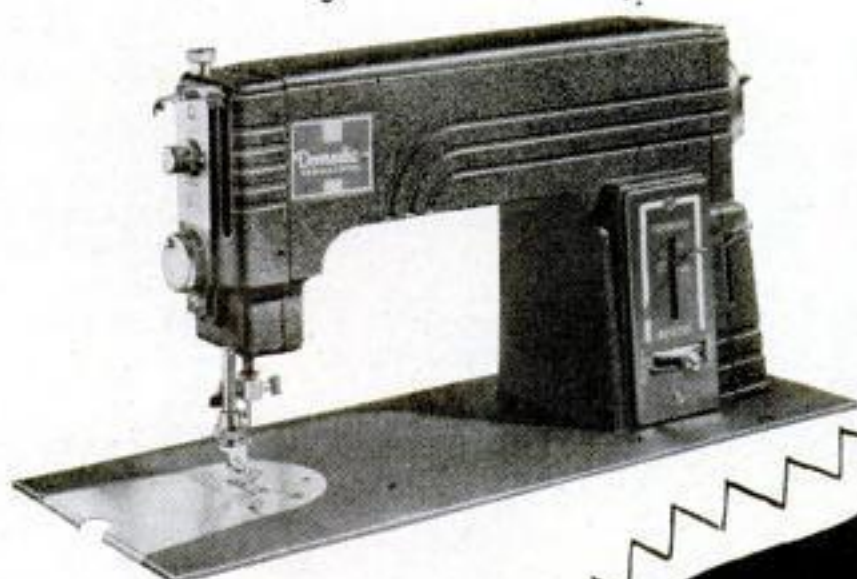
**CELEBRITY BRA, Inc.**  
148 Madison Avenue, N. Y. 16  
903 S. Olive St., Los Angeles, Calif.

**simple or tricky...**

*pretty things  
come easier  
with...*



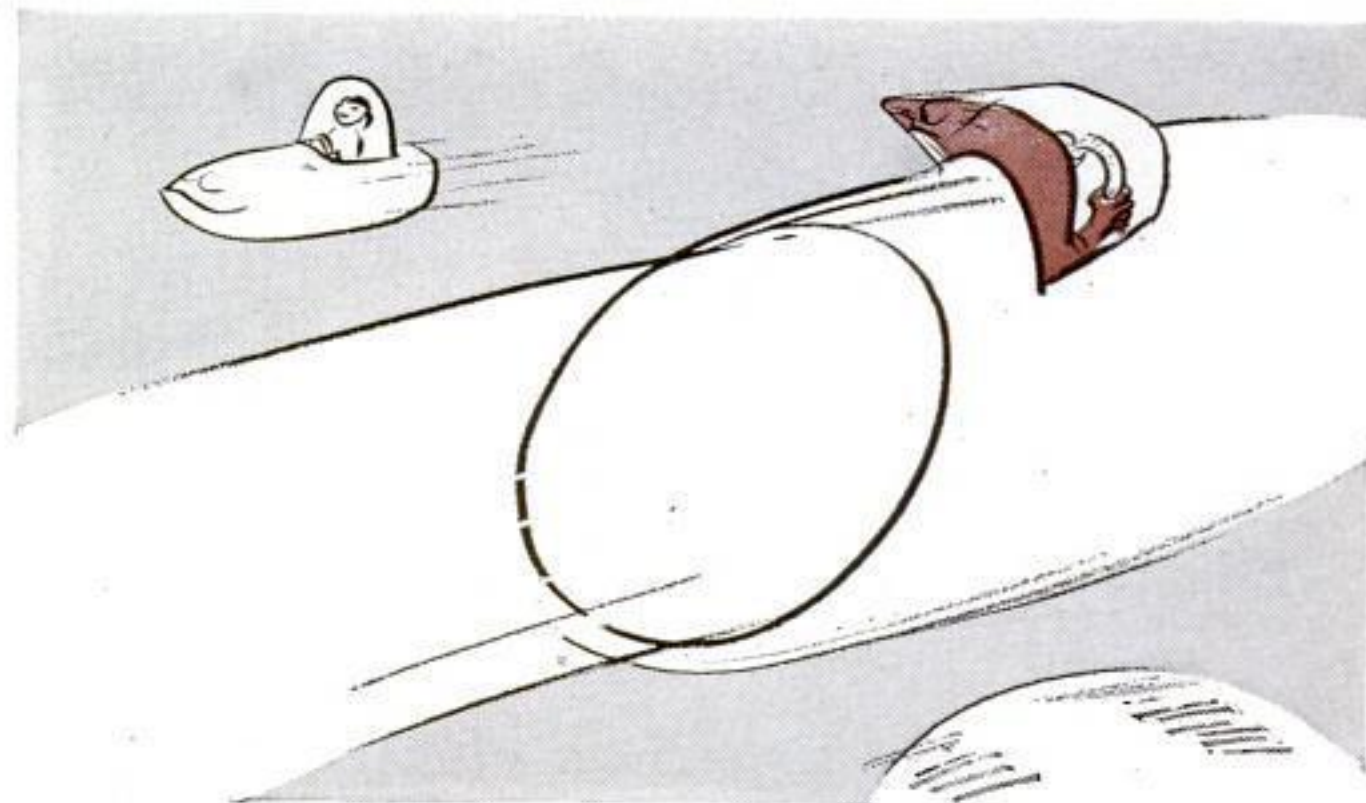
WONDERFULLY SIMPLE...  
SIMPLY WONDERFUL...



# Domestic

SEWING MACHINE

Made in America Since 1868 Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio



THE OGGLING ROCKETEER WILL NEED A FLEXIBLE PLASTIC WINDSHIELD

## SPACE CONTINUED

people need to keep them alive in space is protection from outside dangers. What they really need is protection from the water in their own tissues. It must be kept from expanding into vapor and tearing them apart, and to do this is difficult.

So difficult, in fact, that the space doctors have almost given up. Dr. Fritz Haber of the Air Force Department of Space Medicine believes that if humans want to work in the vacuum outside their spaceships, they must do it in solid-walled cylinders, each provided with elaborate air-conditioning apparatus. If they want to walk on the surface of the moon, they will have to do so by means of mechanical or leglike appendages. If they want to build a lunar city, they will have to do the work with metal arms and hands like the remotely controlled manipulators used by atomic scientists to handle radioactive material from behind thick concrete shields.

The peril of airlessness has already been encountered. The other perils of space have not yet been met at full force, but it is the duty of the space doctors to anticipate and outwit them.

One unexpected problem is violent temperature changes. Space is often spoken of as cold—"the terrible cold of outer space"—but the truth is that space can have no temperature at all. Temperature is due to the movement of molecules and there are too few molecules in space to make it either hot or cold.

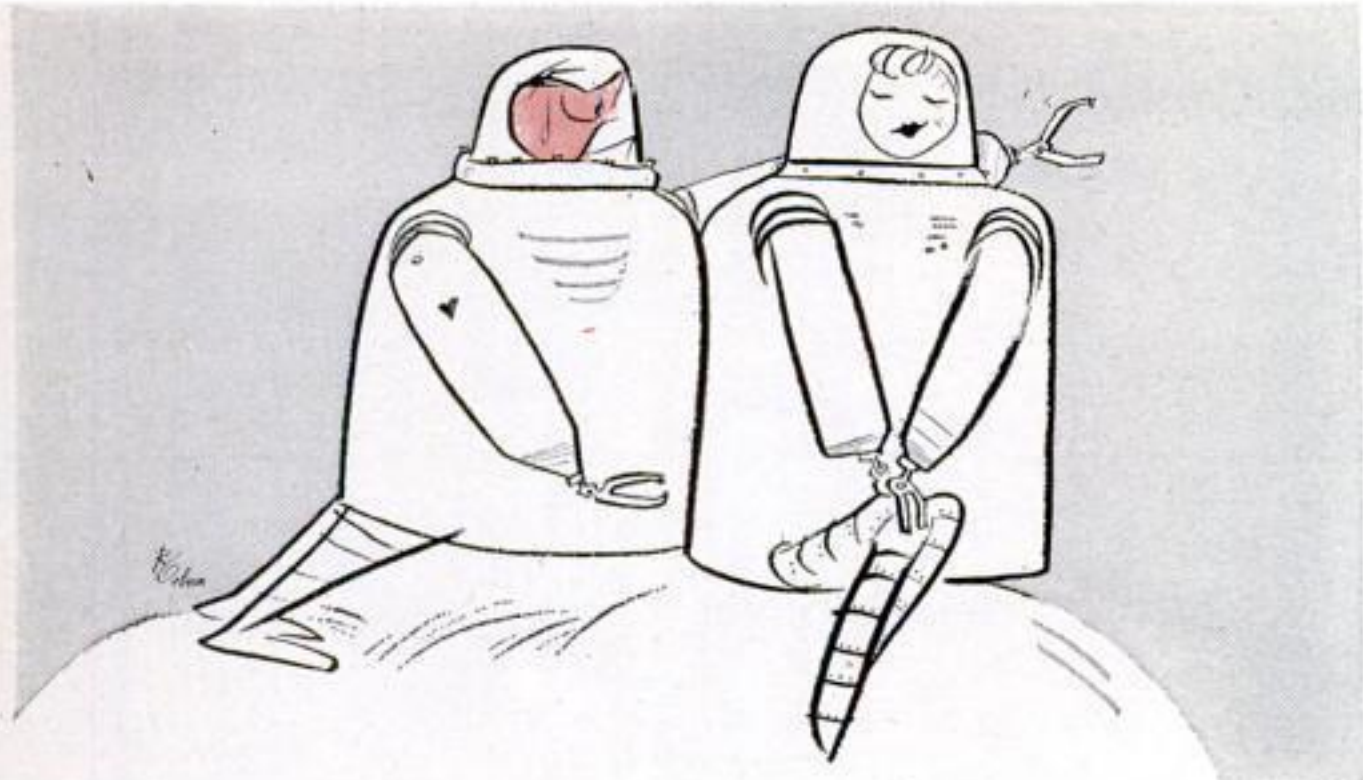
The temperature of material objects floating in space is determined by the balance between the heat that they receive by radiation and the heat that they radiate away. Man's space vehicles will do well to keep away from the sun, but even at the earth's distance of 92 million miles sunlight is strong enough to make them uninhabitable if their surfaces are of a sort that absorb its energy and fail to radiate it quickly. Each material of which space vehicles might be made behaves in a characteristic way when exposed to sunlight in space. The most familiar material, polished aluminum, behaves very badly. It absorbs a large part of the solar energy and radiates little of it. Therefore its temperature may rise as high as 802°F. At the other extreme are white pigments that reflect most of the solar radiation, absorbing very little of it. At the same time, they radiate heat efficiently. So their temperature, even when exposed to sunlight, often gets as low as -60°F.

It is possible to cover a spaceship with a material that will absorb and radiate in such a way that the interior temperature remains at a comfortable level. But the balance is delicate and easily upset. If a white coating should peel off for any reason, exposing polished metal to sunlight, the spaceship's crew might be baked like potatoes in a few minutes.

### The hostile sunshine

**H** EAT is not the only enemy that comes from the sun. The fierce solar radiation that streams through space contains ultraviolet rays that never reach the earth's surface. They can be deadly to living cells that have never had to deal with them. So when man rises above the atmosphere, he will have to screen his tissues from the hostile ultraviolet. Fortunately ultraviolet is stopped by almost any substance. But even familiar, visible light kicks up trouble in space. On the sheltered surface of the earth, much of the light from the sun has been scattered by the air that it passes through. Sunlight in space, which is much more powerful than on the earth, is not scattered at all. The sky looks black, with swarms of untwinkling stars shining brightly in it. Shadows





SPACE SUITS WILL MAKE IT EASY FOR A GIRL TO KEEP HER DISTANCE

cast by the sun are as black as puddles of ink. The only light that reaches them is starlight, and it is too feeble to register on the human retina.

This glaring contrast will be hard on human eyes, which are not designed to adjust quickly from blackness to full sunlight. A spaceman must never glance at the sun for an instant. His pupils, adjusted to the blackness of the general sky, will be wide open. Even a flick of full sun will dazzle into them dangerously. Spacemen who try to operate outside their ships will see alternate patches of painful glare and black shadow. If he is working on an object in shadow, a spaceman's eyes will have to be sensitive enough to see by the faint light reflected upon it by sunlit objects nearby. His pupils will open full, and the rods and cones of his retina will strain toward their full sensitivity, as if he were walking on a moonless night under a star-filled sky. Then, if he inadvertently glances at a sunlit object a few feet away from his hands, his eyes will be dazzled and blinded by the stab of its light. Space doctors are fearful that human eyes, which evolved under the gentle conditions beneath the atmosphere, will not be able to stand many such light-shocks.

#### Farewell to gravity

**T**HE most mysterious terror of space is the cosmic ray. They are atomic particles—most of them protons but some of them as heavy as atoms of iron—that come from the depths of space, no one knows where. When these violent particles reach the fringe of the atmosphere, they hit air molecules and smash themselves into showers of fragments—electrons, protons, mesons, etc.—which pepper the earth in a spreading cone like pellets from a shotgun.

Life grew up with the cosmic rays ever since it began. But the flux of cosmic rays at the surface of the earth is like a gentle pattering shower compared to the fierce bombardment that strikes the top of the atmosphere. With each increase in altitude, the rays become more powerful. The space doctors know very little at present about the effect that this blast of energy will have upon the sensitive jelly in human body cells. What they do know is not reassuring. Many cells that are pierced by these icpickers striking out of space will certainly die, and when too many cells in a tissue die, the tissue becomes unhealthy. Another possible effect of increased cosmic ray bombardment is a higher rate of mutation because of damaged genes in reproductive cells. There is an unpleasant possibility that men who spend considerable periods of time above the atmosphere, either in spaceships or in a satellite station, may return to earth to father stillborn or deformed children.

Nor is this a full roster of the problems. Even friendly gravitation will be totally absent unless created artificially. This "weightlessness" has some advantages. The satellite must retain an atmosphere with a pressure of at least 10 pounds per square inch, so its walls will have to be fairly strong and will have to have a shape that resists outward pressure. But the rest of it need have little strength. The interior floors and walls can be made extremely thin. Under conditions of weightlessness even the most massive objects, such as tanks of water and stocks of supplies, will not press heavily against them, and the feet of human crews will flick across their surfaces as lightly as the feet of flies.

Lack of gravitation will have strange effects on life and house-keeping on the satellite. Liquids, for instance, will not flow through pipes unless they are pushed by positive pressure. No object will

CONTINUED ON NEXT PAGE

LIKE SO MANY NURSES YOU TOO MAY AGREE!

For **Upset Stomach**  
due to nervous and acid indigestion  
**Bromo-Seltzer**  
works **Best!**



**BUT WHY IS BROMO-SELTZER BEST FOR UPSET STOMACH?**  
BECAUSE ONLY BROMO-SELTZER RELIEVES STOMACH ACIDITY AND SOOTHES NERVES AT THE SAME TIME



**YOU MEAN ONLY BROMO-SELTZER DOES BOTH!**  
ONLY BROMO-SELTZER SOOTHES NERVES — RELIEVES DISCOMFORT FAST

**Better for Headache, Too!** Because Bromo-Seltzer gently soothes nerves while it relieves pain fast, it works best for 9 out of 10 headaches. For best results, use cool water. Follow the label, avoid excessive use.

#### Money-Back Guarantee!

If you are not fully satisfied with results, return the unused portion to Emerson Drug Company, Baltimore 1, Maryland, and your full purchase price will be gladly refunded.



# Cooling, Refreshing Palmolive After-Shave Lotion Soothes Your Face from Shave to Shave!



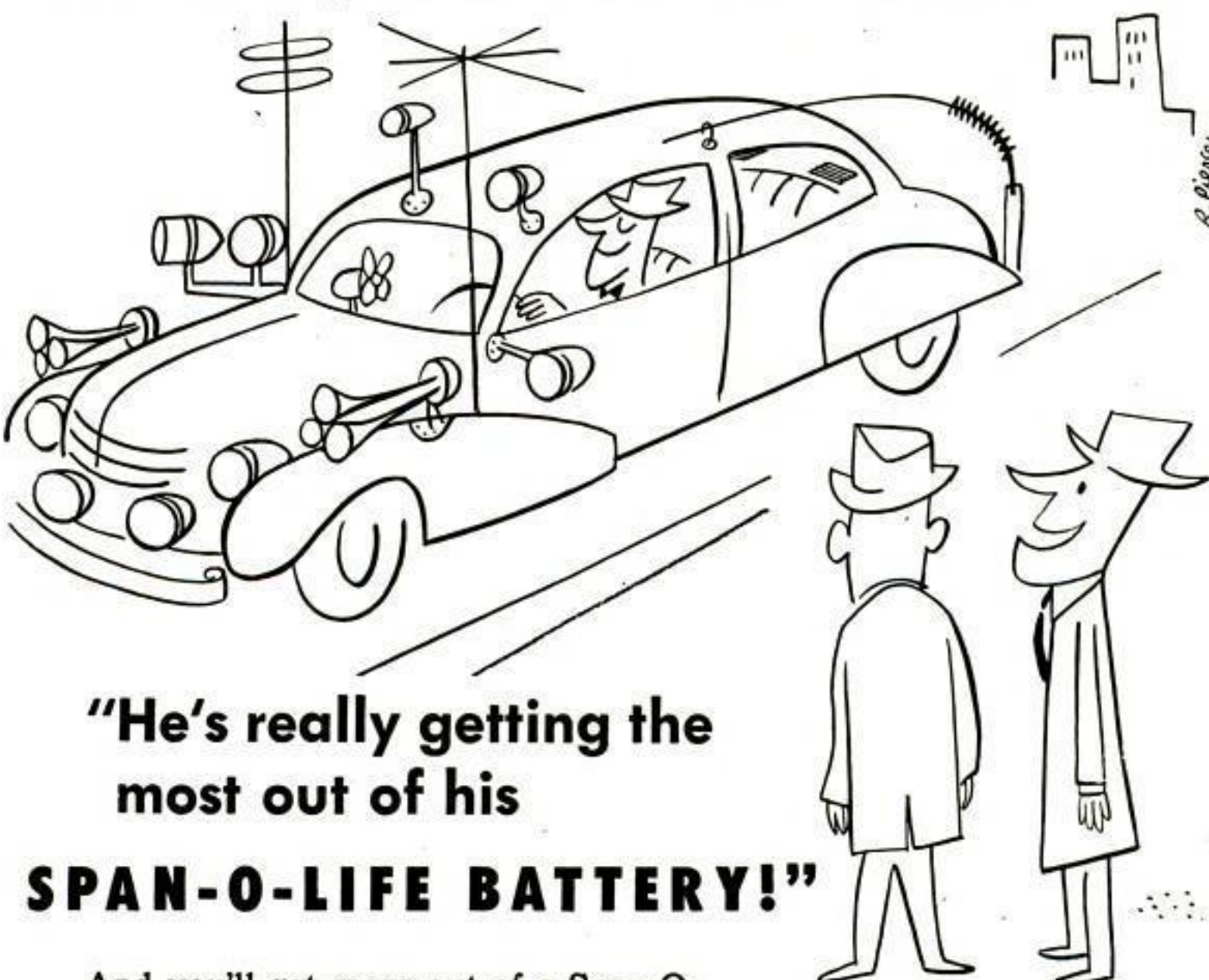
**REFRESHES AND INVIGORATES!** Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of tiny nicks and cuts.

**SOOTHES FROM SHAVE TO SHAVE!** Tests prove that Palmolive After-Shave's emollient ingredient penetrates outer skin surface to help keep your face feeling comfortable and soothed till your next shave—24 hours later!

**IT'S A GREAT UNDERARM DEODORANT, TOO!** Here's the ideal combination for a man's deodorant. One: Bracing, outdoor aroma. Two: A special ingredient to destroy bacteria that cause odor. Try it—tomorrow!

**Cools in Seconds . . . Soothes for Hours!**

BIG  
5-OZ. SIZE  
**59¢**  
also deluxe  
**\$1.00** SIZE  
all plus federal  
tax



"He's really getting the most out of his

**SPAN-O-LIFE BATTERY!"**

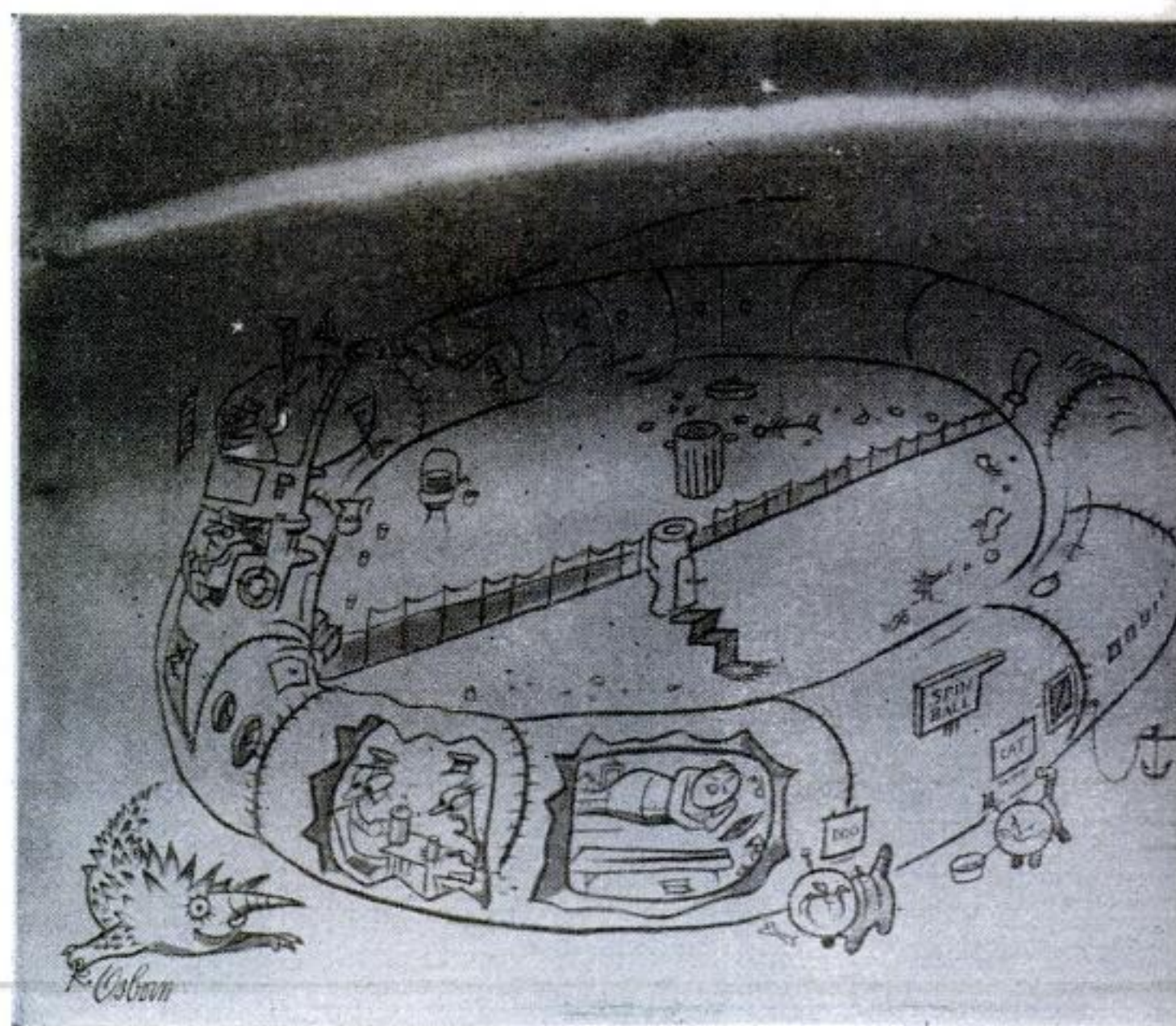
And you'll get more out of a Span-O-Life than any battery you've ever owned . . . because it's *guaranteed for the life of your car*. So quality built and better built, all America is talking about it. Put a Span-O-Life battery in your car, for the life of your car—replacement is free of extra cost should it become defective! Write for name of nearest dealer.



**SPAN-O-LIFE**

"Guaranteed for the life of your car"

Life-Time Battery Corporation of America  
New Braunfels, Texas



ONCE ESTABLISHED, SPACE STATION'S PETS AND GARBAGE AND EVEN

## SPACE CONTINUED

remain in place unless it is fastened firmly. A slight push exerted against a large piece of equipment will send it moving slowly but steadily to the far end of the room. The air will not circulate by means of convection currents, for warm air will not be lighter than cold air. Around each man, for instance, a mass of vitiated air from his lungs will slowly accumulate. The most bizarre effect of lack of gravity will be on the crew themselves. Men normally get around by pushing against the friction between the soles of their feet and the floor beneath them. On the space station, their bodies will have no weight and will therefore create no friction. A backward-pressing foot will get less traction than if it were on wet ice, and as soon as a foot presses down with the action that normally creates friction, the man's body will rise from the floor and continue rising until his head hits an obstacle.

Most space architects believe that some gravitation will make life on the satellite station much more pleasant for the crew. So nearly all designs of space stations include a provision for creating a small but sufficient amount of synthetic gravitation. This can be done by making the station revolve slowly. It is not exactly gravitation, but so far as humans can tell, the effect is just the same. As soon as the station starts spinning, their bodies will have weight again and will attempt to move toward the outermost walls, just as objects on the surface of the earth attempt to move inward toward the earth's center. Loose objects will stay in place. Smoke, if smoking is permitted, will rise (inward) from the tips of their cigarettes.

The design of space stations has been governed largely by the desirability of synthesizing gravitation, combined with the necessity of retaining air pressure with the least possible weight. The simplest form that fills these two needs would be a sphere, but spheres are impractical. The greater part of their inhabitable space is close to the axis of revolution where no gravity is felt. A man who climbs upward (inward) through the dead spot will meet gravity pulling at him from the opposite direction. Both his feet and head will be "down." Space architects agree that this experience is apt to be upsetting.

## Wheeling through space

**S**O they have abandoned the sphere, turning to a form of spaceship that is almost entirely equator. It will be shaped like an inner tube and will be made of strong gas-tight fabric kept tightly inflated by the pressure of its synthetic atmosphere. It will revolve like a wheel around an axis passing through its "hub."

The wheel design has many advantages. Since most of the station's enclosed space is near the outer edge, the pseudogravitational field will be reasonably uniform. The walls will not have to be rigid; they will be supported by air pressure only. Access to the station will be through tubes leading to the hub, which will be turning slowly but not moving sideways.





TELESCOPIC PEEPING TOM WILL FOLLOW RIGHT ALONG IN ITS ORBIT

A vital problem is power supply to run the elaborate equipment that will be needed on the space station. Conventional fuel such as gasoline is out of the question. So most space designers favor the use of sunlight. Nearly all the designs employ some sort of concave mirror to concentrate the rays of the sun on a boiler containing water, mercury or some other "working fluid." The fluid will vaporize and pass through turbines to generate power; then it will go to condensers in the cold shadow on the sunless side of the space station. There it will turn into a liquid to be returned to the boiler. Von Braun has equipped his proposed satellite station with one of these solar engines.

Many readers must have wondered by this time whether a satellite placed in its orbit with such enormous effort has any practical use. To this question each space enthusiast has his own private answer. Some think that the triumph of leaving the earth, and later of landing on Mars or Venus, should be sufficient in itself to enlist the cooperation of the entire human race. A more immediate pay-off has been offered to the U.S. by the Herr Doktor von Braun, who almost made his V-2s pay off in victory for Hitler.

#### Observation and bombardment

**T**HE satellite station, says Von Braun, looking the U.S. military leaders straight in the eye, will pay off as nothing has done since the time of the Roman legions. If placed in its orbit by the U.S., it will give the U.S. a permanent military control of the entire earth. No nation will challenge the power that looks down upon it from an artificial moon. No nation will attempt to challenge it; the earth will enjoy *pax Americana* and can beat its radars into television sets.

The satellite station, explains Von Braun, will provide the two essentials of successful war: observation and bombardment. It will swing around the earth once every two hours, and as the earth slowly turns beneath it on its own axis, every part of its surface will come into view. When an enemy is observed making or preparing a hostile move, Von Braun proposes to smack him with small, atom-armed guided missiles sent down to earth along the path of his returning shuttle rockets. They will have rocket motors just powerful enough to put them into descending ellipses. When they reach the atmosphere they can be steered by radio signals acting on their controls. Both the missiles and the target (say a Russian plutonium installation) will be in view from the satellite. So the missiles' course can be corrected continuously, making a direct hit almost inevitable. The atomic bombs in the missiles' nose will take care of terminal action.

Although Von Braun has won an enormous following among lay enthusiasts who dream of hot-rodding off the tedious earth, in more informed circles he is no hero. His proposal gives other guided missile men cold chills. They spend their lives with detonating fuels, melting metals and psychotic artificial brains. They have seen many beautiful rockets explode into whizzing fragments or flop to inglorious ends a few hundred yards from their launching

CONTINUED ON NEXT PAGE



## "She was fast asleep when the fire started

and discovered later that she hadn't been wide awake for years"

(A true story based on Company File #H-52-23925)

It was late one windy night and old Mrs. Bartlett was lucky in two ways. Lucky that the wind was blowing the flames away from where she was sleeping and lucky that I came along while she could still get out.

But in a third way, luck was *against* her. For years she had been asleep to the increase in property values, had never increased her insurance to keep pace. She told me afterward that it fell short of covering her loss by almost \$4,500.

Don't push *your* luck too far. How long since you checked up on the value of your house? And your household belongings?

Even if that was only two or three years ago, you're running the risk of tragic loss, for values have gone up since. Like 7 out of 10 property-owners, you are probably *under-insured!*

Find out where you stand. Send for a free copy of a chart that compares average building costs, year by year.

Or, better still, phone your Hartford Fire Insurance Company Agent or your insurance broker. He'll tell you how much any additional coverage would cost. So, act now! Have him bring your insurance into line with today's increased values.

Year in and year out you'll do well with the

## Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut



**SWEETEN  
SOUR  
STOMACH**

**PHILLIPS'  
MILK OF MAGNESIA  
TABLETS**

**MINT  
FLAVORED**

● As delightful to take as candy mints, peppermint-flavored Phillips' Tablets are made from one of the fastest, most effective stomach sweeteners known—and bring almost instant relief from acid indigestion with its accompanying upset stomach and heartburn. Carry the handy pocket tin with you at all times! 30 tablets—28¢.




**Delight  
your dog-**

with **K**rispy, **K**runchy

**Klix DOG CANDY**

New treat even puppies can chew

A taste that "wows" dogs and cats! Made without sugar. Veterinarian-approved ingredients build energy—special shape aids chewing. Feed KLIX freely!



for cats and kittens, too!

ANOTHER FINE FRENCH'S PET PRODUCT



IN SPACE A MAN IS LIKELY TO BE AFIRE IN FRONT AND BLUE BEHIND

## SPACE CONTINUED

sites. They know that each forward step is difficult and dangerous, and they believe that Von Braun proposes to take one thousand steps as if they were one.

The propulsion experts point out that large rocket motors are still extremely unstable. The combustion process that goes on inside them is understood only empirically, so each new motor is packed with unpleasant surprises. When two or more motors are used in the same rocket, the chances of disaster are increased more than proportionately. Von Braun's great first-stage rocket will contain 51 motors, each of them exerting a thrust of 275 tons. Motors as big as this may have been tested recently, but to judge from the expressions on the faces of the rocket men (who cannot give details) the tests cannot have been entirely satisfactory.

To use 51 of these unpredictable monsters and count on all of them performing with complete perfection appears to the propulsion experts as something close to lunacy. The explosion of one of them would make the whole rocket crash in a vast disaster that would cover square miles of country with a sea of flame.

The experts concerned with control equipment are dubious too. The rocket's ascent cannot be a simple shot into space. It must follow exactly a carefully planned course, and if it deviates from it even by a little, it will fail to attain the necessary speed and altitude.

Getting back to the earth alive is a shockingly difficult problem. All high-altitude rockets flown at White Sands have come to violent ends. Sometimes rockets are deliberately blown into two parts during their descent. This destroys their streamlining and makes the parts fall more slowly, thus preserving some of the instrument records that they contain. They still hit the earth hard enough, however, to smash anything that is not protected in strong steel cells. No parachute has proved effective so far when used in rockets descending from above 50 miles. A parachute melts, even though made of steel ribbons or strands.

## Heroes and martyrs

THE experts do not deny that a returning rocket can, theoretically, skim through the near-vacuum of the outer atmosphere and keep itself at a temperature that will not melt its wings. But the stunt will be frightfully difficult. All exterior parts of the ship will be red-hot, and every engineer knows how many unpredictable failures this condition produces. Even a slight miscalculation will instantly convert Von Braun's crews from heroes to martyrs.

Von Braun seems to assume that the outer fringe of the atmosphere is uniform and stable all the way round the earth. This is not true. Not much is known about the outermost layers, but rocket flights have already proved that they are anything but stable. There are tides in the atmosphere, as in the ocean, and they bulge its limits outward in an unknown manner and to an unknown distance.

So the pilot of Von Braun's winged rocket cannot count on still air to fly in. It will be full of uncharted bumps, and an encounter with one of them may buckle his softened wings. A powerful wind blowing downward may drop him suddenly into denser air. Then his ship will turn in an instant into a streak of fire.

Because of military security, most missile men cannot publicly debate Von Braun's theories. The few who can do not quarrel with the theorists who maintain that flight into space is possible.

CONTINUED ON PAGE 100

# Be Certain!

use the only deodorant with

## "Action-Proof" Protection!

Your most effective deodorant for checking perspiration—stopping odor.

Only Odo-Ro-No has new "Action-Proof" formula! Superior in every way!

Use daily for complete 24 hour protection.

People on-the-go use

## ODO-RO-NO

**Special  
Offer!**

Send name,  
address, plus 10¢  
for regular  
25¢ Cream to  
Northam Warren  
Corp., Dept. A7,  
Stamford, Conn.



**Ease SUMMER  
COLDS  
and HAY FEVER  
TAKE  
Tabcin**

AT ALL DRUG STORES • 45c and 75c SIZES



Relieve  
**TIRED  
EYES**  
Ask for  
LAV-OP-TIK

● Bathe eyes often with  
cooling, soothing LAVOP-  
TIK Eye Lotion. Quickly  
relieves itching, burning  
eyes. All druggists have

**LAVOPTIK  
Eye Lotion**

EVERYBODY'S  
REACHING  
FOR



**Fineline**

PENS, PENCILS, AND BALLPOINTS

**TNT** 9 QUARTS  
FROM 1 CAN

**POP  
CORN**



**A-1  
SAUCE** Makes  
**FISH  
delicious!**  
Ask for A-1  
when dining out, too!

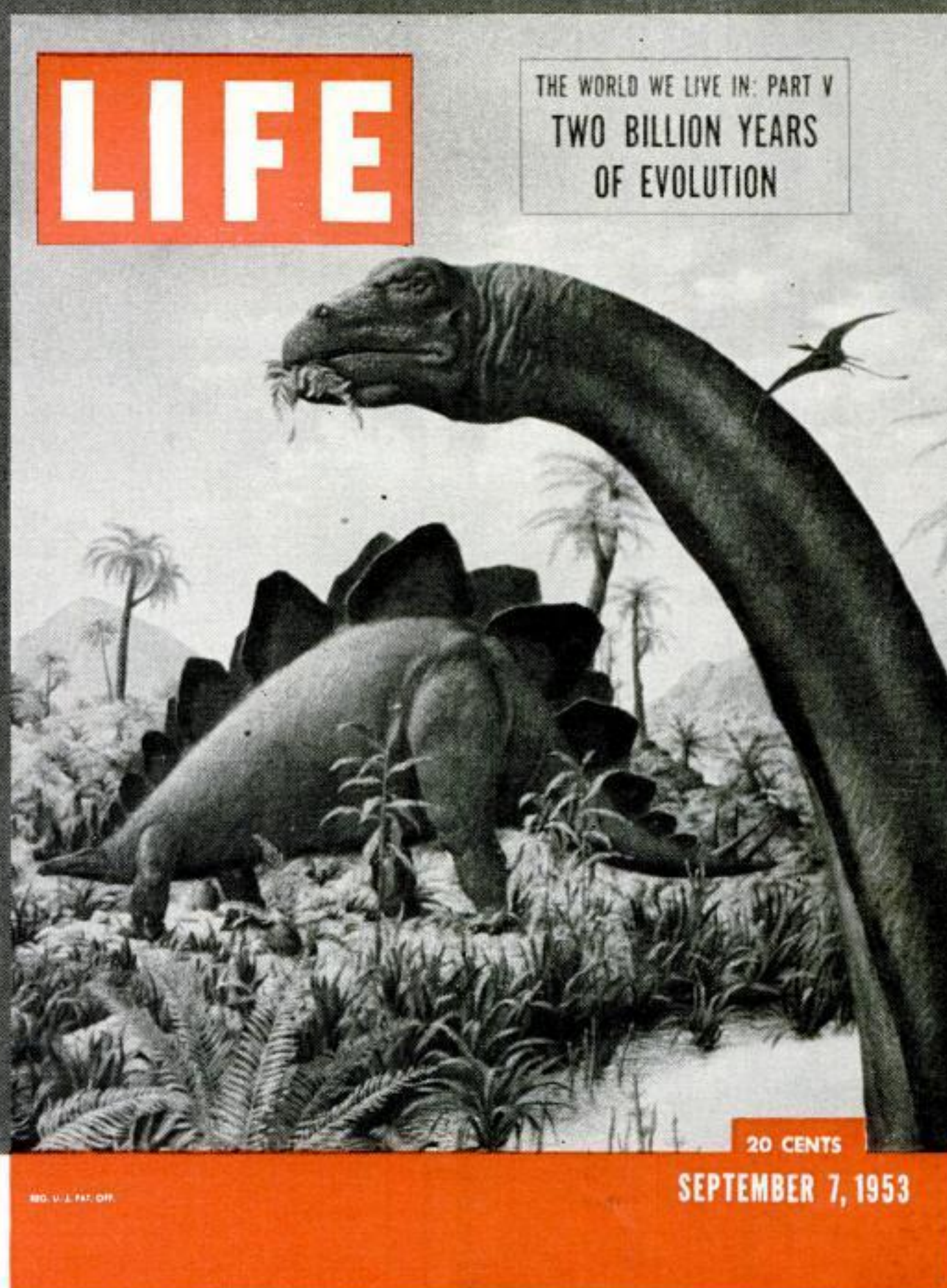




In Next Week's Issue

Part V

# The World We Live In



**D**URING the 12 weeks since the fourth instalment of "The World We Live In" appeared in LIFE, many of our readers have written to ask when the next chapter will appear. The answer: in next week's issue, dated Sept. 7. There, in 17 pages of color, you will find the story of life on our planet from its shadowy beginnings to the fantastic florescence of the Age of Reptiles. Previous instalments have set the terrestrial stage on which the drama of evolution unfolds, detailing the physical nature of the land, the sea and the air. Next week's story re-enacts the early scenes of the pageant of life. A subsequent article will describe the brief but eventful Age of Mammals in which warm-blooded intelligent animals proliferated and came to dominate the face of the earth.

"Let the waters bring forth the creeping creature having life. . . ." With these words from the first chapter of Genesis, Writer Lincoln Barnett introduces a lucid account of the nature of the evolutionary process—a brief but scientifically correct primer in genetics—from which he moves to a colorful narrative of the exciting events that highlighted two billion years of evolution. To illustrate the most important aspects in this ever-changing panorama, LIFE's editors commissioned three artists to portray some 280 different species, many never before pictured. Working sometimes from actual fossils, sometimes from scientific conjecture, Artists James Lewicki, Antonio Petruccelli and Rudolph F. Zallinger created a new pictorial history of evolution.

Extending from the half-plant, half-animal specks of translucent tissue that inhabited the primordial seas when the continents lay bare and lifeless to the savage, 50-foot *Tyrannosaurus rex* which roamed the swamp forests of a later age, these paintings show you the strange forms and incredible variety of Earth's early inhabitants against the background of the lands and seas in which they dwelled.

The one painting in next week's article that was not made especially for LIFE is Zallinger's magnificent "Age of Reptiles," the original version of the 110-foot panoramic mural now in Yale's Peabody Museum. This splendid portrayal of prehistoric animals in their native habitat will be reproduced as a continuous six-page foldout.

For the benefit of any readers who missed any of the earlier articles in LIFE's continuing science series, here are the titles and dates of appearance: "The Earth Is Born," Dec. 8, 1952; "The Miracle of the Sea," Feb. 9; "The Face of the Land," April 13; "The Canopy of Air," June 8. All of these have been enthusiastically received, particularly by parents, teachers, scientists and students. Each essay as it appeared produced a new wave of thanks, congratulations and orders for reprints. To these "World We Live In" fans and to all our readers, next week's story of the coming of life to the planet Earth should be particularly rewarding.

ANDREW HEISKELL, *Publisher*



# FALSE TEETH OFTEN HAVE A CERTAIN ODOR!



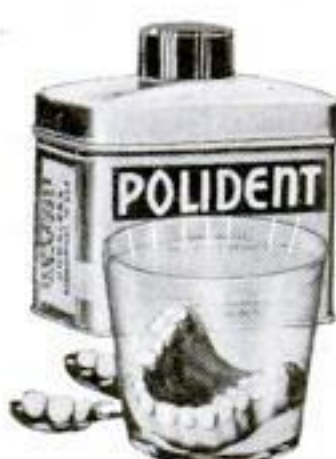
That's What Causes  
**DENTURE  
BREATH!**



## Keep Teeth Naturally White and Free from Offensive Odor!

● All too often, false teeth that haven't been properly cleaned give off a tell-tale odor known as Denture Breath.

Don't brush your dental plates. Don't use toothpaste or soap! Polident is guaranteed to be the safest, quickest, easiest way to keep plates naturally white, fresh and odor-free or *your money back*.



Polident is recommended by more dentists than any other denture cleanser in the world. Use Polident daily.

A soak... a  
rinse... a clean  
fresh mouth!

# POLIDENT

World's Largest Selling Denture Cleanser

## SPACE CONTINUED

They concede that chemical fuels—even those in use already—can be burned in a large multistage rocket to place a small payload in a satellite orbit. But the cost will be tremendous. For each ton of payload carried up to the orbit, nearly 170 tons of expensive fuel will have to be burned. The present cost of hydrazine, one of Von Braun's favorite fuels, is about \$5,000 per ton.

To maintain the satellite in its orbit and supply its crew with food, water and oxygen to breathe will require a shuttle of gigantic rockets, each taking off from its island base with a flood of flame like a volcanic eruption. Von Braun insists that the shuttle rockets, or at least their manned third stages, can be used many times. His critics disagree emphatically. They think that each shuttle rocket can be used only once and that its crew will be expendable too. The cost of building fleets of shuttle rockets and of training crews to be sacrificed in them will raise the carrying charge of each ton of payload to a fantastic figure.

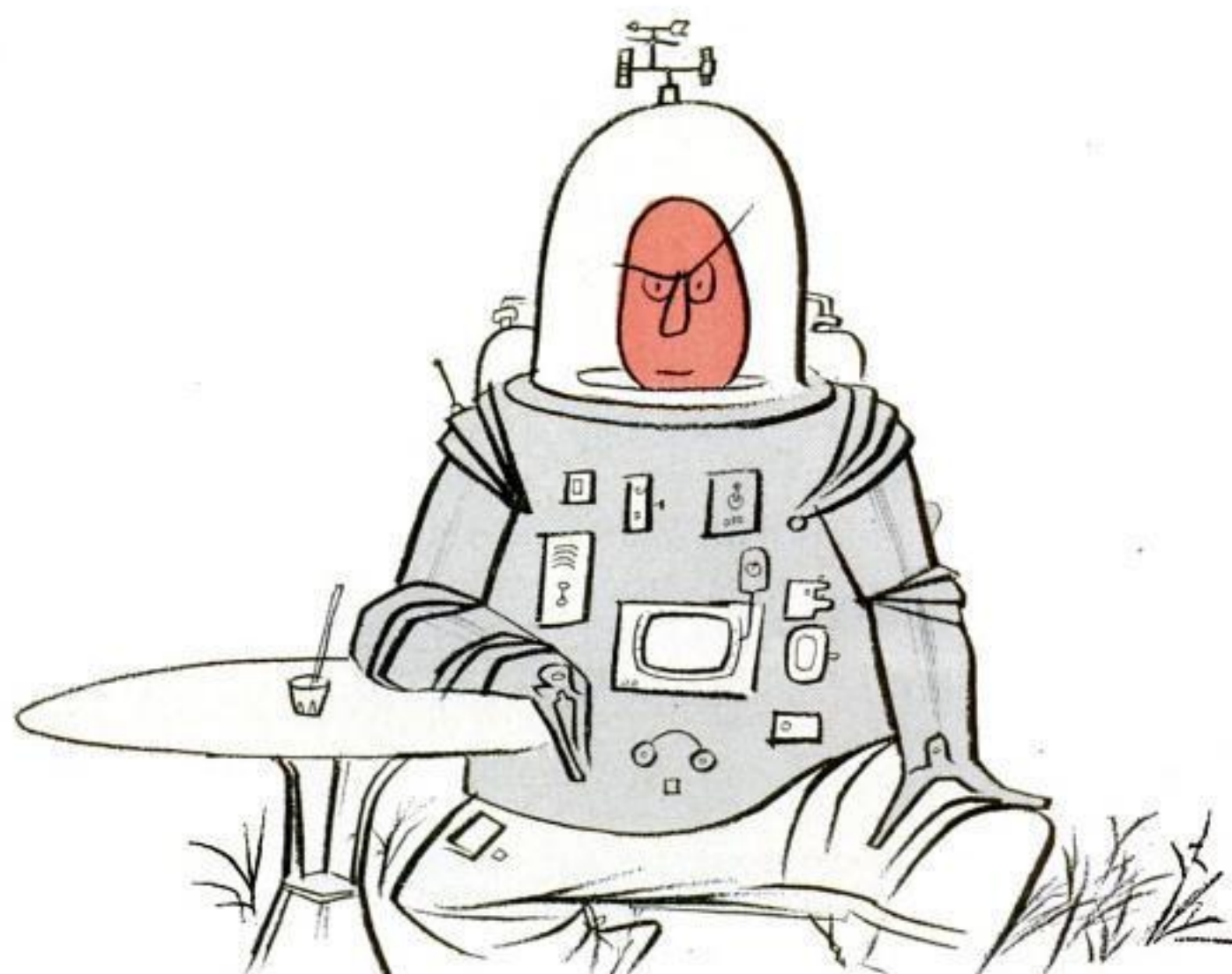
### Russian roulette

**P**ERHAPS the cost could be borne by the U.S. A more serious objection is that Von Braun's proposal would certainly fail—no matter how much money is lavished upon it. It is too great a jump into the technological future. A vital project can be speeded up by the "crash" procedure of trying many things at once with the knowledge that many will fail, but even this costly policy has its limit. Some problems must be solved in series, first one, then another. Until the first problem is solved, it is utterly useless to start work on those that depend upon it.

"And what's the hurry anyway?" Von Braun's critics ask. They look with cold military eyes on Von Braun's contention that the satellite station will allow the U.S. to dominate the earth. This is just not so, they say. Supplying the station with instruments to keep watch on Soviet Russia would be enormously difficult, and many parts of the instrument development program could not be started until the satellite was actually established in space. The capabilities of the crews under the satellite's living conditions would have to be learned by practical experience. As for projectiles launched from the satellite—well, many missile men believe a missile aimed at Moscow would be just as likely to hit Paris.

The satellite project, in these experts' opinions, would have a negative military value equivalent to a major defeat in the cold war. The U.S. is suffering at present from an agonizing scarcity of qualified engineers and scientists. This shortage of qualified men has slowed down or frustrated nearly every kind of project. If Von Braun's proposal were put into motion with the strength of the government behind it, thousands of other projects would have to stop. Hardest hit would be the guided-missile program which military planners consider vital to U.S. security. Von Braun's rockets might not struggle into space for many decades. In the meantime the nation's military technology would fall far behind the Russians'.

It would be a gigantic gamble, like betting the nation's survival on a single number of a roulette wheel.



DISILLUSIONED, ARTIST OSBORN'S MAN SAYS FIRMLY, "I WON'T GO!"

## IF YOU SUFFER PAIN

of  
**HEADACHE  
NEURITIS  
NEURALGIA**

get

**FAST  
RELIEF**

WITH



The way  
thousands  
of physicians  
and dentists recommend

Here's Why...

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

wake up  
to panties  
made to  
fit a person...  
not a price!



*Countess Panty*



Durable  
rayon  
elastic

Reinforced  
seams

- NON-RUN, warp-knit Acetate Tricot
- FULLY CUT for non-binding comfort
- Easy to Wash — Quick to Dry

Hollywood Elastic Leg or  
Self-band. Pink, White,  
Blue, Maize, and Black.

Sizes: 5, 6, 7 About 59¢  
Extra sizes slightly higher.

Guaranteed by  
Good Housekeeping

At Chain and Department Stores  
**MONTEREY UNDERGARMENT CO., INC.**  
148 Madison Avenue, New York 16



DON'T  
SAY  
SWEATER,  
SAY...

# Tish-u-Knit



## ON THE WAY TO COAST-TO-COAST FAME...

... there's a Tish-U-Knit sweater for every moment of your active life — to take you from sports through glamour hours with urbanity and ease. Leon, the Tish-U-Knit designer, has made sweaters the most important half of your outfit — with the tailored look, the costume look, the "dress-up" look that takes to pearls and even furs. If it's a Tish-U-Knit you know it's fashion-right, versatile and economical. It's a "must" in every girl's and woman's sweater wardrobe — because you deserve the best.

Left: "LORAMA", THE BIGGEST NEWS IN SWEATERS SINCE CASHMERE. Kitten-Soft Slipover Cardigan (55% Orlon, 45% lambs' wool). Keeps its shape through countless washings!

Slipover about \$4.98.\* Cardigan about \$6.98.\*

Colors: Pink, blue, Coronation rose, olive green, luggage tan, navy, grey heather or charcoal.

Center Left: "OCEAN WAVE" ... Short-sleeve slipover and cardigan in the ingenious three-dimensional Tish-U-Rama, puffed-and-plain, 100% zephyr wool.

Slipover about \$4.98.\* Cardigan about \$5.98.\*

Colors: Grey heather, tan heather, white, coral, black, pink, light blue, dark green, luggage tan.

Center Right: "SWITCH-IT" ... Clever scoop-neck pullover you'll wear TWO smart ways ... with or without the separate turtle-neck dickey! Fine 100% virgin wool.

About \$6.98.\*

Colors: Navy, red, dark green, charcoal, black, grey heather or brown.

Far Right: "STRIPED WONDER" ... Bat-wing pullover, contrasting ribbing and angora stripe around neckline, angora-piped sleeves. In a fine 100% zephyr wool.

About \$5.98.\*

Colors: Navy, white, red, grey heather, green, brown, Coronation rose. All with white angora stripe.

Write for free booklet: "Men, Dates & Sweaters" to Dept. LI. • TISH-U-KNIT, 1372 BROADWAY, NEW YORK 18 • Canada: 8280 St. Lawrence Blvd., Montreal

\*PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES

WRITE US FOR NAME OF THE STORE NEAREST YOU





**"SHOULDER TUBES"** is command for members gathered beside slough to get ready for the water.



**PARADING** down Seattle's Fourth Avenue in the Seafair celebration, society used 1908 Ford as float.

**DRIFTING DOWNSTREAM**, members cling together by their feet, wait for stragglers to catch up.





# Life Goes Tubing on the Sammamish Slough

## SEATTLE CLUB FLOPS, FLOATS AND FORGETS

Commodore James Wing of the Seattle Tubing Society stood on the shore of Sammamish Slough—a small stream which runs into Lake Washington—and barked out a command, "Right shoulder tubes." Fourteen inner tubes were smartly snapped into position (*left*), and the society, which got its start three years ago as an informal protest against the heat and stuffiness of the Seattle Tennis Club's formal dinners, had officially opened its 1953 season. Moments later the members, clad in assorted floppy hats, fur jackets and long underwear, were happily awash in the cool currents of the slough (*below*). For more than an hour they successfully escaped the August heat by spiraling downstream. They splashed, spoofed and tried to keep damp cigarets lighted and beer glasses balanced, fully living up to the society's succinct motto: Flop, Float and Forget.



**FLOATER IN FURS**, Lois Brown, regularly goes tubing in jacket she was given while in high school.



**FLOATER IN TOP HAT**, Irving Clark, dreamily slides downstream beside salesman Larry Dugan Jr.



**NEW!**  
**WHITE!**



...and Scented Right

**for  
men  
only!**

**FEEL SHEEPISH** about buying or borrowing a white bath talc perfumed for a woman . . . or a baby? Feel guilty about staining your clothes with a bronzed *after-shave talc*? Then, after your next tub or shower, try this new Mennen "first"—a white bath talc for men. Lightly scented with a man's scent . . . non-staining to clothes . . . and, Man, it's cooling! At drug counters everywhere.

...ONLY  
**59¢**

P.S. For a man's face — invisible, neutral-tinted Mennen After-Shave Talc for Men.



**MENNEN BATH TALC FOR MEN**

**NOW YOU CAN OWN Hi-Fi!**

- 21" TV, Magnificent full door mahogany cabinet
- AM/FM Radio, maximum output 20 watts.
- Frequency Response 30-15000 cps.
- 3-speed Automatic Record Changer
- 4 Speakers integrated for balanced tone in the exclusive Olympic Carillon Chamber
- Cross-over network control for customized room acoustics

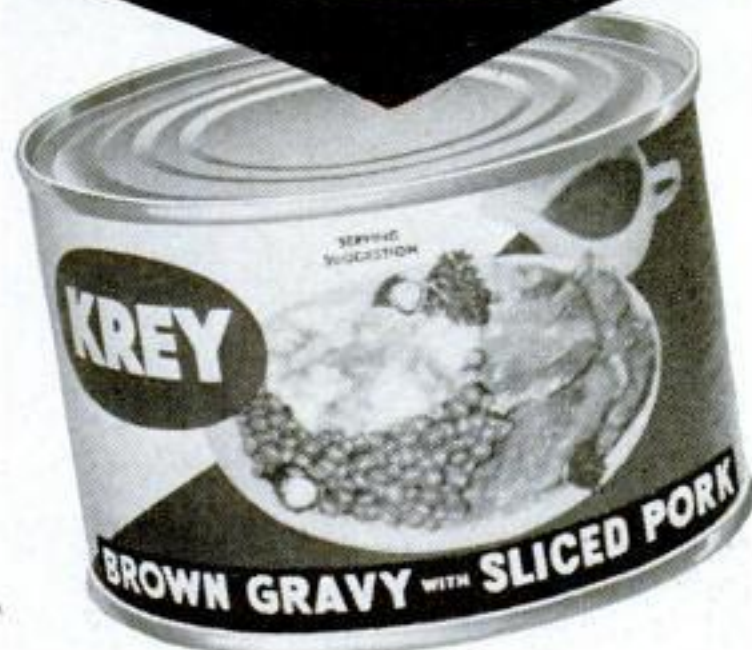
**\$595**  
Including Federal Excise Tax and Warranty

**Olympic**  
*America's Favorite*  
**TELEVISION**

OLYMPIC BUILDING, L. I. CITY 1, N. Y.

rushed? hungry?

**Tasty Hot Pork Sandwiches  
...in Minutes!**



**No trouble at all** making up a delicious last-minute meal when you use these succulent slices of U. S. Gov't. Inspected Pork. It's been flavor-roasted like you'd do it, with plenty of bubbling rich gravy! Ready to heat and serve "as is"—or for preparing dozens of tasty, quick and easy meat meals. Keep several cans on hand. Ask your grocer for Krey Sliced Pork or Sliced Beef today!

Quality Midwestern

**KREY**

Meats Since 1882

KREY PACKING COMPANY • ST. LOUIS 7, MO.

*Floating Party* CONTINUED



**LADY IN DISTRESS**, Anne Clark, tries to kick and splash her way upstream against current which sucked her downstream ahead of fellow floaters.



**TO THE RESCUE**, insurance broker Si Arnold, dressed in black frock coat, with a bowler hat and cane, vigorously stirs his tube toward the lady.



**INCHES FROM SAFETY**, Anne Clark reaches for extended cane. On way to rescue, Arnold's hat fell in slough, was thoroughly soaked and squashed.

CONTINUED ON PAGE 106



# Scripto<sup>®</sup> M.A.

## RETRACTABLE PUSH BUTTON BALL PEN

**GUARANTEES**

**THE**

**BEST...**

*in writing!*

MILLION DOLLAR INSURED  
SECRET INK PRESCRIPTION

**R<sub>x</sub> INK**  
PRESCRIBED FOR  
BALL PENS

The ink that cured what ailed ball pens. Only Scripto has this ink.

The ORIGINAL INK approved by banks! Leak-proof, non-smear ink that's non-transferable . . . permanent on paper, washable from clothes! It's a Scripto exclusive . . . protected against imitation by a million dollar Insurance policy!

**NEW** ...the ball pen so wonderful, that all others must be compared with it!...the ball pen that could be made only by Scripto—the world's largest manufacturer of mechanical writing instruments!

The Scripto Retractable Push Button Ball Pen gives you so many features and such great writing performance you'll find it almost unbelievable that it costs only \$1.00!

ONLY BALL PEN WITH

*Natural Slant*

WRITING

Makes other Ball Pens out of date. Scripto PUSH BUTTON Ball Pen . . . for back hand, left hand, long hand or shorthand writing. It writes your way instantly!

NO MORE STRAIGHT-UP  
CRAMPED WRITING.



EASY PUSH BUTTON  
RETRACTABLE ACTION

Push here  
to write!

Push  
here  
to close!

**GIANT INK CARTRIDGE**  
One of the most significant new developments in writing! A revolutionary new design that gives you literally months of extra writing...a real giant ink capacity compared with ordinary, old-fashioned pen cartridges!

**\$1.00**  
ONLY Fed. tax included

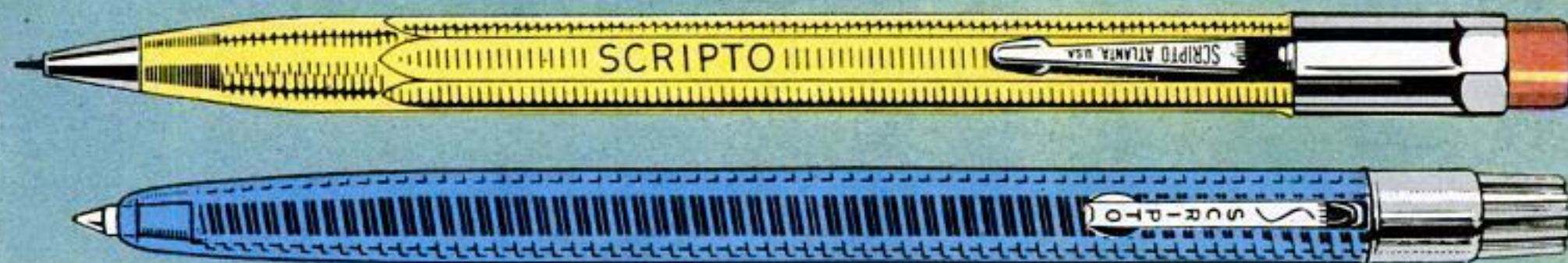
Your choice of fashion-tone colors. On sale at drug, department and stationery stores. Refill Cartridges 49¢

SCRIPTO SELF-SHARPENING PENCIL  
With four-inch long lead that writes 23,000 words. Choice of 4 colors.

SCRIPTO RETRACTABLE BALL PEN  
Twist the top, it's ready to write. Twist, and point is hidden. Choice of 4 colors.

**29¢**  
ONLY EACH  
Fed. tax included

Refill leads and erasers on sale everywhere



Copyright 1953, Scripto, Inc.

Scripto is the world's  
largest manufacturer of  
quality writing instruments!

SCRIPTO INK RESERVE FOUNTAIN PEN  
Never be caught with an empty pen! Just lift the filling lever and your Scripto's always ready with reserve supply!



**\$1.00**  
ONLY Fed. tax included





For young and old...  
they're bright  
and bold!

**GAY Arrow shorts** designed for the man with an eye to originality . . . be he 16 or 60.

Pattern illustrated is "*What's buzzin', Cousin,*" a spritely suggestion for lifting yourself out of the old daily rut. And they're as comfortable as they are different. Available in a choice of colors and waistband styles. \$1.50. Why not try a pair today?

In *all* Arrow shorts you get *comfort-fit*:

1. Pleated crotch...
2. Generous contour seat...
3. No chafing center seam...
4. "Sanforized" fabrics won't shrink more than 1%.

**ARROW<sup>®</sup> SHORTS**

*Cluett, Peabody & Co., Inc.*



**STUCK IN TUBE**, Lawyer Irving Clark Jr. gingerly backs his way ashore. Tubers, numbed by chill water of slough, occasionally need help disembarking.



**HELPING HANDS** of Clark's wife, Anne, unstick the tube. Mrs. Clark is wearing a black picture hat with bouffant evening dress in chartreuse tulle.



# He Was the Last Man

*Pfc. Hector A. Cafferata Jr.,*

*USMCR*

*Medal of Honor*



IT WAS DURING the Chosin reservoir fighting. Against F Company's hill position, Reds were attacking in regimental strength. The last of Private Cafferata's fire team-mates had just become a casualty, leaving a gap in the defense line. If the enemy could exploit it, they could smash the entire perimeter.

Exposing himself to devastating fire, Private Cafferata maneuvered along the line. Alone, he killed fifteen Chinese, routed the rest, and held till reinforcements plugged the hole.



The Reds hit again. A grenade fell into a gully full of wounded. Private Cafferata hurled it back, saving the men but suffering severe wounds. Ignoring intense pain, he still fought on until a sniper got him.

"If we really want to protect ourselves from the Commies," says Private Cafferata, now retired because of wounds, "we've got to go all out. And one thing all of us at home can do—*should do*—is invest in our country's Defense Bonds. Sure, Bonds are our personal savings for a rainy day. But they're more—they're muscle behind our G.I.s' bayonets, too!"

★ ★ ★

**Now E Bonds pay 3%!** Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semi-annually when held to maturity! Also, all *maturing* E Bonds automatically *go on earning*—at the new rate—for 10 *more* years. \$18.75 can pay back \$33.67. \$37.50 pays \$67.34. And so on. Today, start investing in U. S. Series E Defense Bonds through the Payroll Savings Plan where you work. Eight million fellow Americans find it a wonderfully easy way to save because it fits *any* pay check—you can sign up to save as little as a couple of dollars a payday! If you're self-employed, ask your banker about the convenient Bond-A-Month Plan.

Peace is for the strong! For peace *and prosperity*  
save with U. S. Defense Bonds!

The U.S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.







## A REAL TEAR FROM AN OLD HAM

Even without trying, this mournful dog wears a woe-begone look. In the best tradition of his 3,000-year-old breed he is without a hair on his body, except for the comic thatch on his head and a tiny tuft on his tail. But this 3-year-old Chinese-crested, one of about 50 in the U.S. today, has his own way of looking like the saddest dog in the world. He demands and usually gets a lot of loving attention from his owner,

Mrs. Frank Upton of Inglewood, Calif., who calls him Senator Sen-Sen. But when he is ignored, he shakes his seven-pound body, wails briefly like an old woman, and then silently but perceptibly sheds a genuine tear, as he obligingly did when this picture was taken. Mrs. Upton, whose six other Chinese-crested never wept, has a ready, if unscientific, explanation. "Sen-Sen," she says, "is just a ham."



At Southampton—smart guests agree on **PM**

For taste,  
**PM's** preferred  
to whiskies  
costing up to  
\$1. more—

and the  
difference you  
save buys  
you up to  
**4 extra drinks.**

**PM—the dividend whiskey—**  
gives you  
a dividend in **taste—**  
a dividend in **value!**

At Southampton, discriminating guests prefer PM  
over the world's most expensive blends. You, too,  
will recognize the special excellence of this truly  
great whiskey...its mellowness, its smoothness,  
its delightful **TASTE**. Best of all...PM's  
remarkable **DIVIDEND IN VALUE** lets you enjoy it  
often, without extravagance. Get PM tonight...  
it's America's **SMARTEST** buy!



Enjoy today's magnificent **PM**—the dividend whiskey!

NATIONAL DIST. PRODUCTS CORP. N.Y. BLENDED WHISKEY • 86 PROOF • 65% GRAIN NEUTRAL SPIRITS

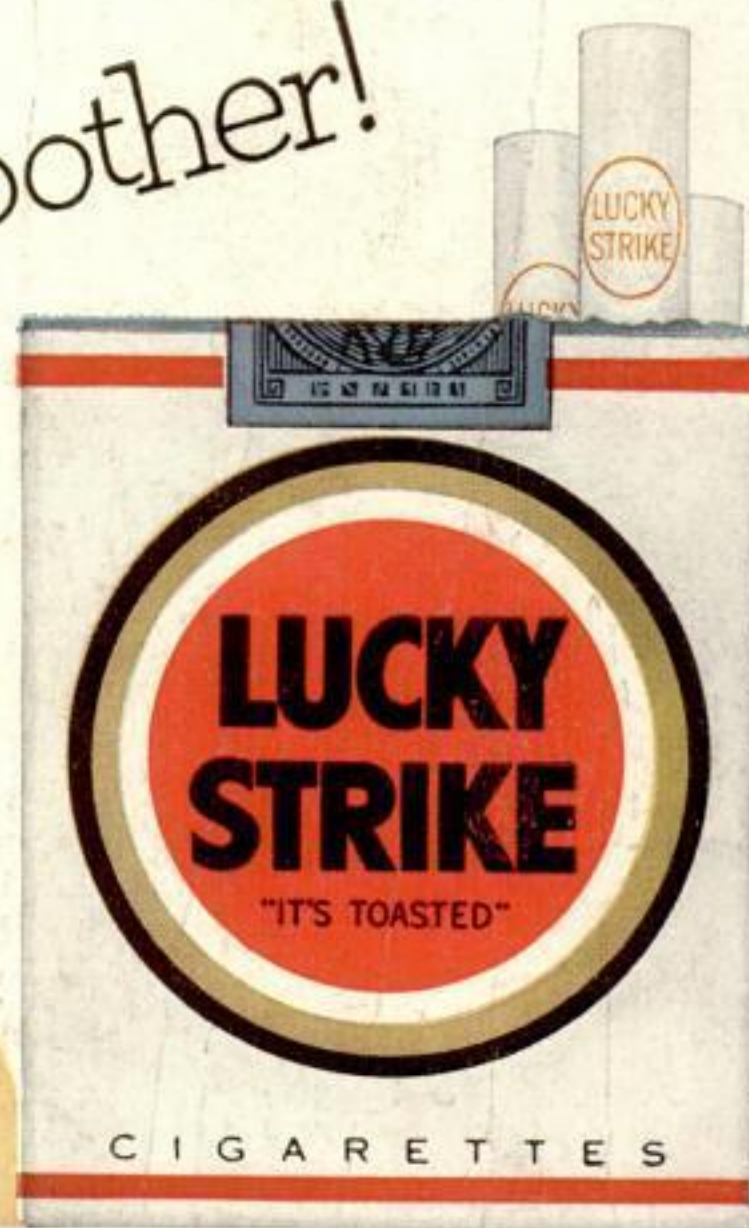


**LUCKIES**

**TASTE BETTER!**

Cleaner, Fresher.....

.....Smoother!



Nothing—no, nothing—beats better taste!

Never before have so many smokers been bombarded with so many reasons for smoking so many brands of cigarettes!

But actually, there's only one good reason for smoking a cigarette—*enjoyment*. And you get enjoyment from only one thing—the *taste* of a cigarette.

Luckies taste better ... for two reasons. They're

made of fine tobacco—fine, light, mild tobacco—and they're *made* better. It's as simple as that.

So, for the better taste—the cleaner, fresher, smoother taste—that only fine tobacco in a better-made cigarette can give you ...

**Be Happy—GO LUCKY!**

